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fueloil & oil heat

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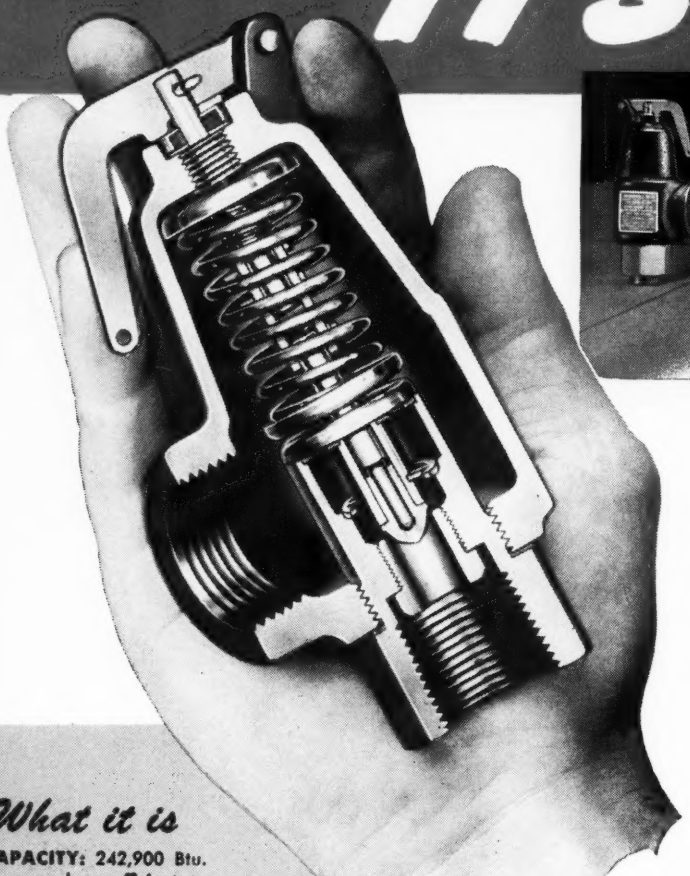
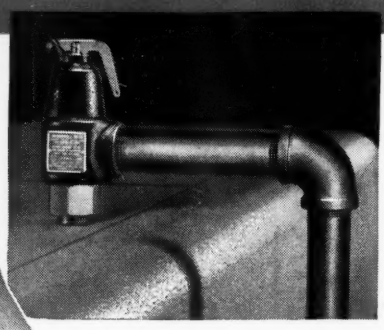




An A.S.M.E. Certified Tested, Rated, Labeled SAFETY RELIEF VALVE at a MODERATE PRICE

Something is happening here for the first time in valve history: You are being introduced to—

1. A high quality safety relief valve for hot water heating boilers with a certified capacity of 242,900 Btu. per hr. . . . *and*—
2. It is priced within the reach of every boiler owner!

Such a valve is long overdue. It is a well established fact that mere relief of water expansion in a hot water boiler is wholly inadequate protection; that only a Btu. rated valve, matched to the Btu. output of the boiler, provides *real* protection—a viewpoint that is confirmed by all authorities and the A.S.M.E. Boiler Code.

All McDonnell relief valves have been so rated. But up to this time there has been one barrier to the universal use of the Btu. rated valve; the added cost of making a large capacity valve.

The new McDonnell No. 33 Safety Relief Valve tears down that barrier. It is the reward of years of research and testing which finally produced a valve that gives you features never before combined in a relief valve: Big capacity in the emergency zone where it counts; low flow rate in the normal zone where big capacity isn't wanted. Yet . . . ingenious simplicity, along with elaborate tooling, has enabled us to build this valve to McDonnell standards and still sell it at a price that makes it an unprecedented value!

Read the facts opposite and you will know how true this is. A new bulletin covers the new No. 33 and its tremendous market. Ask for it.

McDONNELL & MILLER, INC.
1310 Wrigley Building, Chicago 11, Illinois

Doing One Thing Well

What it is

CAPACITY: 242,900 Btu. per hr.—sufficient to take care of approximately 70% of all hot water boilers based on 1948 I.B.R. figures.

TESTED: By National Board of Boiler & Pressure Vessel Inspectors. Certified by A.S.M.E. and so labeled on name plate.

TAPPINGS: Inlet ¾" I.P.S.; outlet, 1" I.P.S.

What it offers:

1. A neat compact valve of big capacity.
2. The dependability that goes with simplicity. Field tested.
3. Low discharge rate for normal zone; high rate for emergency zone. (See below)
4. Precision alignment. Note stem reaching down into valve cone, providing unusual rigidity.
5. Hardened and ground type 420 stainless steel cone and stainless steel seat instead of usual shortlived composition disc.
6. Leak tight closure; no seeping and dribbling.
7. Remarkably easy-to-lift testing lever.
8. Testing lever independent of automatic action of valve—first of its kind.
9. Highest quality throughout: Spring 18-8 stainless steel; all working parts, non-corrosive.
10. "Hydra-lift" chamber assures wide-open snap in emergency zone.
11. Factory-set, tamper-proof; yet quickly dismantled for inspection.
12. Above all, priced below valves that do not have its capacity or quality construction.

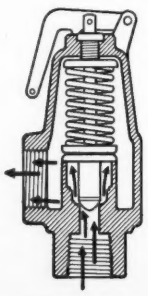
McDONNELL No. 33 PATENT APPLIED FOR *Safety Relief Valve*

IN STOCK NOW FOR IMMEDIATE SHIPMENT
ORDER THROUGH YOUR JOBBER

Safety the McDONNELL *Way*

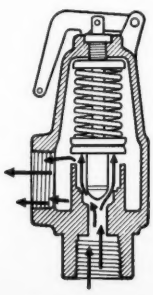
Ideal operating characteristics . . .

A common fault of large-capacity relief valves is too large capacity in discharging water as it is heated up to operating temperature. Note how this fault is corrected in the No. 33:



1 NORMAL OPERATION

When the set pressure of 30 lbs. is reached, valve lifts just enough to discharge water at the low rate necessary to take care of normal thermal expansion.



2 EMERGENCY OPERATION

If for any reason temperature rises into the emergency zone causing pressure to rise three more pounds (to 33 lbs.) the pressure acts on the "hydra-lift" disc snapping open the full orifice capacity. (242,900 Btu. per hour.)

VOL. 8, NO. 3

fueloil & oil heat

JULY 1949

Names in the News

W. A. *Matheson* has been named general sales manager, Lustron Corp., Columbus, Ohio, producers of porcelain enamel steel homes. Homes are heated by ceiling radiant heat furnished by oil or gas burner. Mr. Matheson, twice president of Oil-Heat Institute of America, most recently was executive vice president, Eureka Williams Corp., Bloomington, Ill., and had been president of the Williams Oil-O-Matic Co. prior to its merger in 1945 with the Eureka Vacuum Cleaner Co. He also had been sales manager of the Hart Oil Burner Co. and spent much of his business life in the oilburner industry. From 1936 to 1940 he was general manager of the New York office, Delco Frigidaire Div., General Motors.

R. F. Horan has been elected vice president in charge of sales, DeSoto Oil Burner Corp., York, Pa. In making the announcement, E. I. Kraber, president, asserts the move is an outgrowth of a conviction that the era of selling an oilburner in a box is over and that manufacturers must begin to assume at least in part the responsibility with the dealer for building strong aggressive retail organizations. Mr. Horan will supervise a program for the development of good retail sales management, recruiting and training retail sales personnel and aggressive promotion of the philosophy of creative selling. Mr. Horan, formerly in charge of sales education, General Electric Co., also supervised sales education in New York and Connecticut for Automatic

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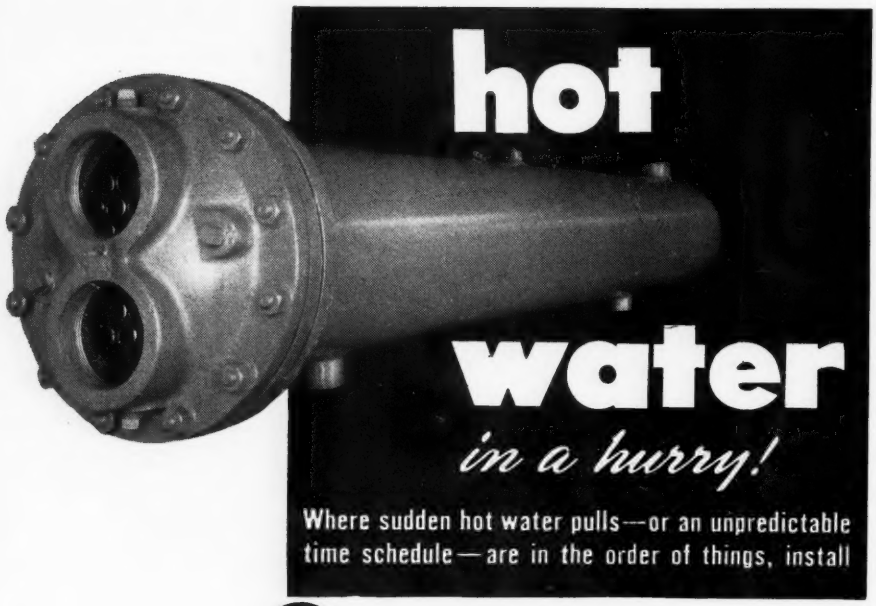

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INSTANTANEOUS WATER HEATERS

TO KEEP PACE WITH THE LOAD—ALL THE WAY!

No storage tank is necessary—they have enough, and more, heating surface built into them to heat the water as fast as it is drawn! Thousands in operation.

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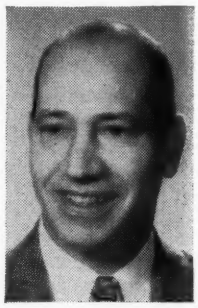
AGENTS IN PRINCIPAL CITIES

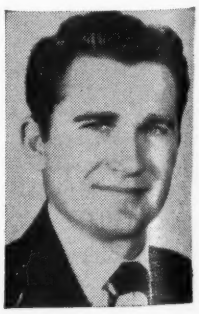
Burner Corp. and prior to that was a retail oilheating salesman. In 1943 he was with Oil-Heat Institute of America and supervised and expanded the Institute's program of dealer cooperation. Most recently he was with White-Rodgers Electric Co.

T. M. Gallagher, Hatboro, Pa., has been named district manager for eastern Pennsylvania, Delaware, New Jersey, eastern Maryland, District of Columbia and northern Virginia, comprising the Philadelphia District, for Armstrong Furnace Co., Columbus, Ohio. He has been active in the warm air heating industry for 22 years in engineering and sales capacities and, as Armstrong district manager, will work with warm air heating and oilburner dealers, aiding them in their merchandising and engineering programs.



Max W. Ball, formerly Director, Oil and Gas Division, Department of the Interior, has established himself as an independent oil and gas consultant, with offices in Washington, D. C. His field will include geologic studies, reserve estimates, economic studies, corporate organization problems and counsel on company policies.

W. H. Dwyer, Jr., has joined National Radiator Co., Johnstown, Pa., as sales representative throughout the state of Indiana. He will work under the supervision of the company's Chicago branch sales office and has established headquarters in Indianapolis. *Byron R. West,* at about the same time, was named sales representative of the company's Washington, D. C., branch sales office. Both appointees are veterans of World War II. Mr. Dwyer formerly was with an Indianapolis consulting engineer firm and Mr. West, prior to joining National, had been with the American Thread Co.



The long and short of it is...

FLUID HEAT FITS EVERY CUSTOMER

BIG SELECTION OF MODELS HELPS YOU SATISFY MORE PEOPLE, MAKE MORE SALES!

Small homes, average homes, large homes—warm air, hot water, steam—whatever a prospect's heating requirements, you can fill his needs and fit his pocketbook with Fluid Heat! Continued research and modification by Fluid Heat's development laboratory keep Fluid Heat equipment up to the minute. Keep you ahead of competition. Insure smooth-running burners, capable of handling any domestic fuel oil. Minimize costly service problems and make every buyer a satisfied customer. For further information on the Fluid Heat Oil Burner line, most complete in the industry, write today to: FLUID HEAT OIL BURNER DIVISION, ANCHOR POST PRODUCTS, INC., 6700 Eastern Ave., Baltimore 24, Maryland.

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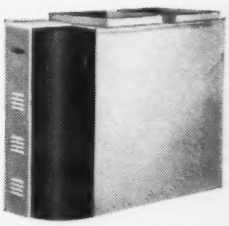
"WORLD'S ECONOMY CHAMPION"

Manufactured by Anchor Post Products, Inc.
Baltimore 24, Md. Established 1892

3 Boiler Burner Units *from 475 to 840 sq. ft. of standing hot water.*

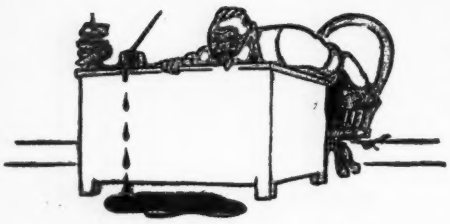
2 Wall Flame Rotary Burners *with firing rates from ½ to 4½ gals. per hour.*

4 Pressure Burners *with firing rates from 7/10 to 12 gallons per hour.*



7 Air-Conditioning Furnaces *from 65,000 to 200,000 B. T. U. per hour.*

fueloil



Editorial Leaks

No realistic individual can find fault with fueloil distributors for keeping their bulk plants as near empty as possible through the Spring months. They had all taken some inventory losses through price drops since Christmas and most of them were not so flush that they could stand further cash drains.

It was not a case of hoping prices of heating oil would stay up . . . on the contrary they wanted them to take a good drop to help restore public desire for oilheating, but they were determined to stand from under while the dropping took place.

When the majors and other primary suppliers announced at the end of May that they would guarantee their retail fueloil marketers until September 1 against losses resulting from price drops, most industry men expected that local bulk tanks would immediately be filled. It didn't happen, as shown by figures in the "Oilheating Trends" section of this issue.

The principal reason given was that the price might drop sharply just after the guarantee period ended, but an occasional fueloil marketer objected to the whole idea because he felt that it would tend to sustain a price structure that he didn't want to see sustained. Particularly in the Midwest we were inclined to agree with him that fueloil prices were still too high and should be allowed time for a good break before the Summer was too far advanced.

It is highly important that local bulk tanks be filled and reasonably soon. East of the Rockies the fueloil distributor, or dealer, has tank capacity of some 22 million barrels for No. 2 oil. When these tanks are near emply, supplies back up at the refineries and shut-downs follow, with less fueloil produced.

Two events of recent days may help restore some confidence in the soundness of the price situation. In most Midwest markets there has been a price cut of 1¼¢ at the retail level. Some suppliers call it a ½¢ drop plus ¾¢ extra saving for Summer fill-ups, but the chances are that the full cut will hold well into the Fall because of the competitive fuel situation in those markets. The other stimulating factor has been the extension of the guarantee period to October 1 by most suppliers.

The local fueloil man should fill his tanks fairly soon. Prices have come down in most markets to a point below the BLS Cost of Living Index. They can only stay as low as they now are by continuing to be in surplus supply. But they can't possibly remain in surplus supply if we choke back the refineries and shut them down on running distillates.

If through a tightening of supply prices go up again, the industry loses ground in the competitive automatic heating market. From here on, there is more to be lost than gained by continuing to keep local bulk tanks empty.

◈

At a June lunch meeting of the Sales Executives' Club in New York our neighbor on the right was talking about good practices in pricing consumer durables, which made us think of oilburners. Then he mentioned having heard an excellent talk on the subject by Prof. Joel Dean of Columbia University, which made us all ears. It seems that after hearing Dean's talk this man had gone back to his office, called a conference and revamped his company's entire scale of prices.

The point in Dean's thinking that had made the strongest impression on this man was that any company should meet any competitive situation necessary to hold its own position in the market. It should not, on the other hand, inaugurate price slashing policies just to get volume at the competitors' expense since this nearly always brought retaliation and destroyed profits for all concerned.

Being specific, if an oilheating man had enjoyed 15% of the volume in his community he should stick to firm profit prices unless he fell noticeably below that ratio, regardless of how many screwball offers his competitors might make. In other words pricing policies should be guided by the accountant and not by the sales force.

Such a philosophy says in effect that in selling consumer durables any company should grow as fast as it can but not by the price route. At the same time it should stand ready to slash prices as much as necessary to get its share of the business if competitors have depressed the market.

Obviously this is sound management thinking, but carrying out such a policy involves knowing where you stand month by month. In some cities you can tell fairly well from permits. In small places everyone knows what goes in. Perhaps a friend in the light company can tell you about connections for burners. You can learn a lot through fueloil men if you don't happen to be selling oil. No two communities are alike, but in any of them there is some way to learn what goes on, if it seems important.

When a man knows he's holding his own or better he doesn't get all futzed up over a lot of things that his competitors might do. But if he's losing ground he should show them that he won't run from a fight. Getting reliable and frequent facts on your market can mean everything to profits.

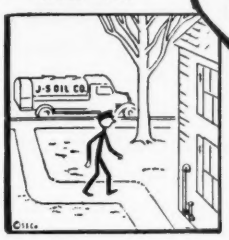
◈

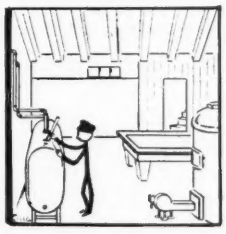
Price, as frequently pointed out by experts, is meaningless without some measure of what it buys. A low price is expensive if it buys appreciably less in quantity or quality than a higher price.

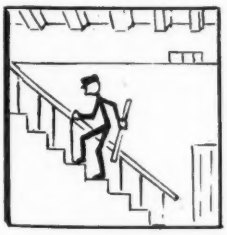
This theme was the subject of a recent column by the *Baltimore Sun's* columnist "Mr. Billopp." What the column did not reveal was that Mr. Billopp was writing about the price of service contracts on his oilheating plant. After getting the details on what the $10 contract covered, he bought the $20 contract, and felt he was getting more for his dollar. Further, in sending the clipping to Hollis Albert, his dealer, he dedicated it to "Operators Heat's Overall Oil Burner Service."

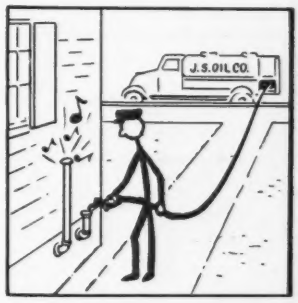
Mr. Billopp obviosuly is a man of discernment. He gives full credit to "the salesman" who explained the advantages of the higher priced service and who urged him to buy the plan which gave him more for each dollar of outlay. Most industries could much better serve the public if more of the public had an appreciation of Mr. Billopp's point of view.

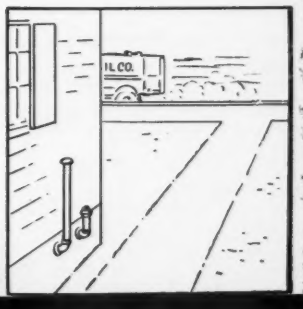
Which is YOUR Driver?











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makes the difference in your next season's profit. When you install VENTALARM whistling tank fill signal —

Your Driver Profits . . . from a lighter work load, less foot work, no repeat calls for not-at-home customers.

Your Customer Profits . . . from clean, safe, automatic delivery. No spills, no entry into the home, no waiting around for the oil man.

Your Company Profits . . . by saving at least 5 minutes on each call. Practically 2 hours per man truck saved each day of normal operation. A tremendous reduction in your cost of handling business! Also new time created for servicing new customers at no additional equipment expense!

15 Major and 3,500 Independent Oil Companies have already made the VENTALARM Signal decision to the mutual profit of themselves and their customers. Act now for your company.

SCULLY SIGNAL COMPANY
76 First Street, Cambridge 41, Mass.

40 models for new and old tanks available at your local Supply House.

... and DON'T FORGET ... the new unit which combines VENTALARM Signal and a Tank GAUGE. A great money saver for your new oil burner installations.

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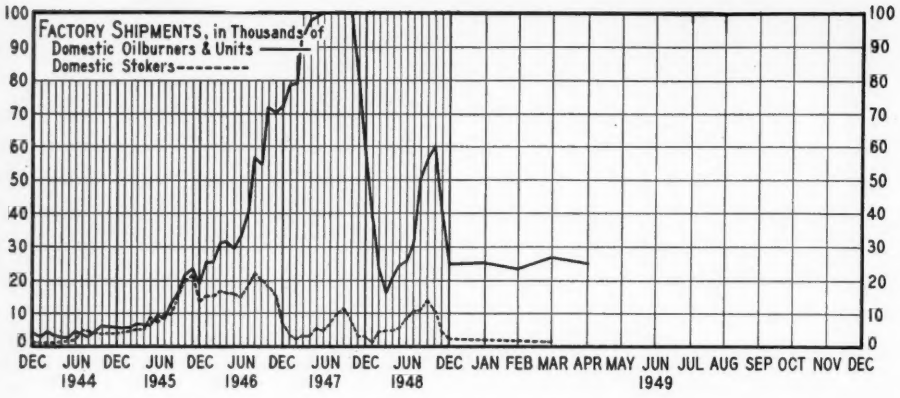
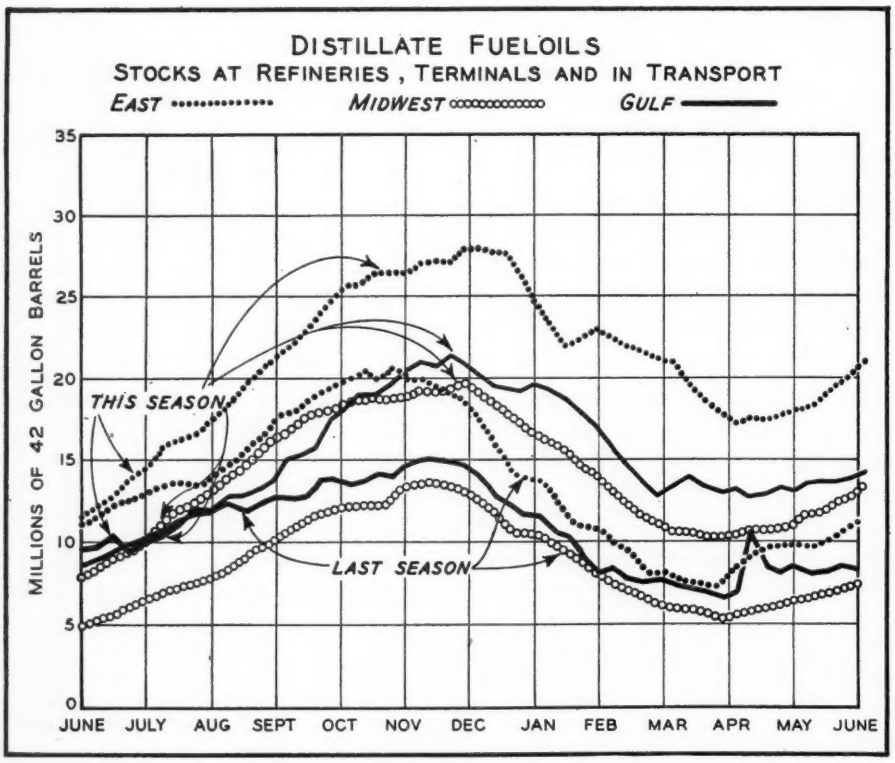


Shipments of Oilburners and Units
(Including Exports)

Adjusted to include manufacturers other than the 152 reporting to Census Bureau, FUELOIL & OIL HEAT's estimates of shipments are:

	APRIL			FOUR MONTHS		
	1949	*1948*	*Percent Change*	*1949*	*1948*	*Percent Change*
Conversion	18,915	13,500	+ 41.1	77,560	67,044	+ 15.7
Boiler units	2,328	1,756	+ 32.6	8,145	7,642	+ 6.6
Furnace units	3,679	4,841	— 24.0	25,549	23,274	+ 9.7
All domestic	24,922	20,097	+ 24.0	111,254	97,960	+ 13.6
Commercial	1,731	2,048	— 15.5	7,213	9,853	— 26.8
Total	26,653	22,145	— 20.4	118,467	107,813	+ 9.9



May Minimum Retail Prices: Key Dealers

	CONVERSION BURNERS	BOILER-BURNERS	FURNACE-BURNERS
May Aver.	$331	$698	$578
Apr. Aver.	335	694	598

Price Index: Conversion Burners: January 1940 is 100%

WHOLESALE				RETAIL			
May	131.6	Six months ago	144.3	May	134.6	Six months ago	144.7
Apr.	134.0	Year ago	153.5	Apr.	137.2	Year ago	148.5

Oilheating Trends

MAY INSTALLATIONS of domestic oilburners and units are estimated at 44,621, a rise of 54% over the same month of 1948. It is enlightening to observe that in each month of the past four the monthly rate of gain over the prior year has been on the climb. February installations were 7% over last year; March was up 17%; April was higher by 37% and now May speeds up the acceleration with a 54% improvement. Whether or not this continues will depend on how much public confidence is affected by some of the "slump" publicity becoming frequent in the newspapers.

The month's installations were divided: New homes 11,601; Replacements of old burners 5,355 and Conversions from other fuels 27,665. The five months' total of 141,689 compares with 123,415 in the same 1948 period, up 15%, and the total was divided: New homes 45,709; Replacements 26,577; Conversions from other fuels 69,403.

BURNER STOCKS: Stocks of oilburners and units in dealer hands on May 31 were approximately 63,651, a substantial drop from 73,339 the previous month. Thus, a good slice of May installations was made from inventory, with dealers buying very cautiously. Factory stocks on March 31, latest available data, were 47,872.

TANK SIZES: There has been considerable educational work in the past year or two to promote larger customer storage tanks. Asked if they notice evidence of average tank sizes increasing, 31% of the reporting dealers say that they do and 69% do not. An analysis of the actual figures supplied by this same group shows that the average new installation this year had 407 gallons storage capacity, while the average of all fueloil customers on the books at the start of the year had 393 gallons storage capacity. Oddly, the number of 275 gallon tanks is relatively higher this year but other influences more than offset this. Studies at the start of the war for rationing information indicated average domestic tank size of only 334 gallons so the present 393 gal. average is a significant change in seven years. The tables show the percent by sizes in various areas of the country.

Tank Sizes

WITH NEW 1949 INSTALLATIONS

GALLONS	New Eng.	Mid-Atl.	Mid-west	Pac. N.W.	All Sec.
	PERCENTAGE				
Under 250	0.2	0.2	..	0.6	0.2
250 to 300	95.2	74.1	71.9	38.4	74.1
550	1.4	17.4	17.7	..	12.5
675	..	..	..	53.0	5.3
1000	3.0	5.6	4.1	..	4.1
1500 or over	0.2	2.7	6.3	8.0	3.8

ALL OIL CUSTOMERS JAN. 1, 1949

Under 250	0.4	3.5	10.0	..	4.5
250 to 300	91.8	72.4	57.7	45.3	69.2
550	2.9	14.7	22.9	..	13.2
675	0.1	..	0.4	51.3	5.3
1000	3.5	7.7	8.7	0.8	6.5
1500 or over	1.3	1.7	0.3	2.6	1.3

When the reporting fueloil marketers were asked if they allow any saving in oil price to the customer if he has a large tank, more than a fourth (27%) said that they do. However, only two-thirds of that group, or 18% of the total, offer a saving with a 550 tank over a 275. The other third, or 6% of all reporting, offer a saving based on a range of tanks from 1,000 gallon capacity up to full truck dumps. Among the fueloil distributors who offer a saving with tanks above 500 gallons, most have a discount of 3/10 to 5/10¢ but the total range is from a low of 2/10 in Brooklyn to a full cent in Seattle. The Seattle differential as reported is based on 500 gal. as par, adding a cent for 200-499 and adding 1¾¢ for 50-199.

FUELOIL PRICES: More then three-fourths (76%) of fueloil distributors say that they are holding their own bulk stocks as low as possible to hedge against price drops. This figure is surprisingly high when it is learned that 61% have had guarantees from their suppliers against losses through price drops. Checking down the list of those who have such guarantees, slightly more than half of that group are still keeping their stocks at minimum. In a recent bulletin, Harry Hilts, exec. director of Atlantic Coast Oil Conference, stated that a number of fueloil distributors are not satisfied with a price guarantee to September 1 or October 1, feeling that prices may drop sharply just after the surety is removed, and some are asking that the date be moved out to December 31.

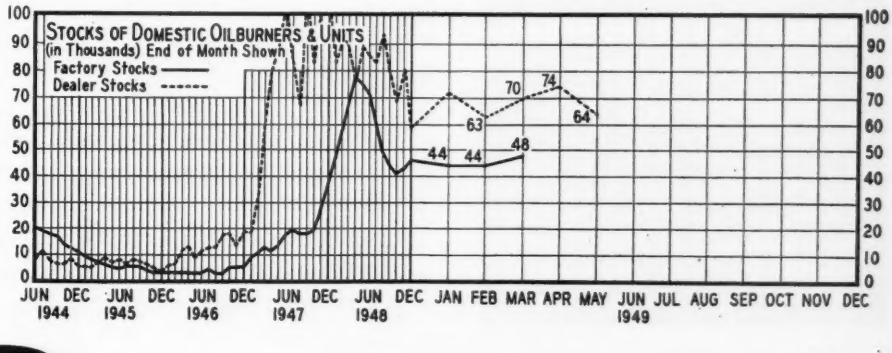
Asked their personal opinions as to whether fueloil prices will drop further, stay the same, or rise during the second half of the year, 71% expect further drops, 5% look for a rise and 24% anticipate no change. Among the group

(Continued on page 107)

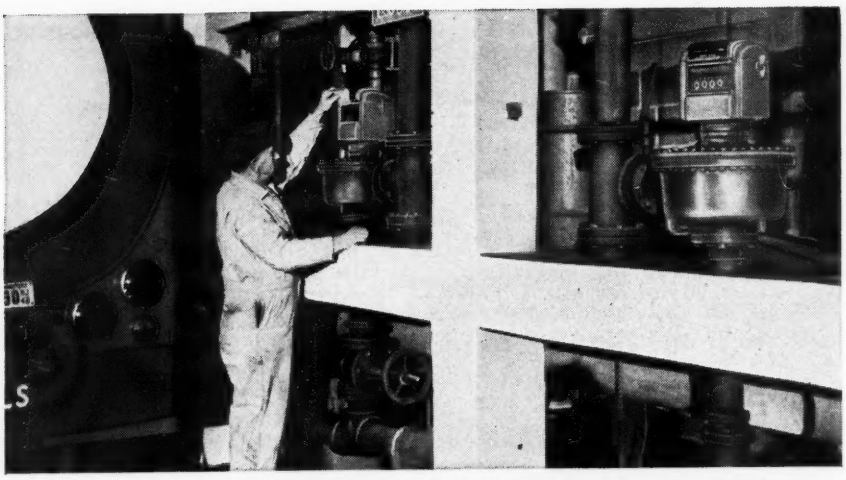
Oilburner* and Building Permits

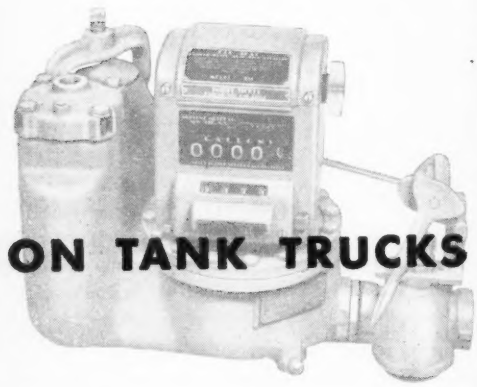
OILBURNERS May 1949	OILBURNERS May 1948	OILBURNERS 5 MONTHS 1949	OILBURNERS 5 MONTHS 1948		DWELLINGS May 1949	DWELLINGS May 1948	DWELLINGS 5 MONTHS 1949	DWELLINGS 5 MONTHS 1948
42	..	..	..	Albany, N. Y.	..	..	..	..
405	18	1726	406	Baltimore, Md.	143	388	704	1789
..	..	..	..	Binghamton, N. Y.	10	10	43	25
..	..	..	..	Bloomfield, N. J.	10	5	24	32
..	162	..	..	Boston, Mass.	99	25	144	138
39	58	241	281	Bridgeport, Conn.	..	..	..	..
..	..	..	..	Buffalo, N. Y.	29	35	112	120
..	..	..	..	Des Moines, Ia.	133	77	416	363
708	364	..	..	Detroit, Mich.	1167	611	3841	3374
40	17	175	221	Elizabeth, N. J.	4	3	18	5
25	10	96	55	Freeport, N. Y.	..	..	..	..
..	..	..	..	Greenwich, Conn.	18	31	67	95
..	..	..	..	Hackensack, N. J.	6	7	21	25
89	105	465	389	Hartford, Conn.	..	..	..	..
38	20	94	45	Irvington, N. J.	2	7	11	18
..	..	..	..	Lynn, Mass.	24	14	63	48
35	9	..	103	Meriden, Conn.	..	..	..	..
256	123	1063	607	Milwaukee, Wisc.	211	287	..	744
51	47	299	424	Minneapolis, Minn.	191	154	506	499
27	28	76	97	Montclair, N. J.	..	..	..	..
..	..	..	..	Morristown, N. J.	0	0	1	1
40	18	112	64	Mt. Vernon, N. Y.	..	..	..	..
144	..	..	..	Newark, N. J.	..	..	..	..
102	74	408	305	New Bedford, Mass.	..	..	..	..
20	45	107	127	New Haven, Conn.	..	..	..	..
..	0	..	0	New Orleans, La.	..	..	..	..
17	17	84	56	New Rochelle, N. Y.	5	8	25	41
..	2116	..	23,856	New York City (total)	..	..	..	..
..	1781	..	22,185	Brooklyn-Queens	..	..	..	..
451	335	1884	1671	Manhattan, Bronx, Rchd	..	..	..	..
68	131	488	535	Norfolk, Va.	140	54	268	262
..	1	..	5	Oakland, Calif.	..	..	..	..
38	69	..	463	Omaha, Neb.	76	76	211	251
17	13	48	47	Orange, N. J.	0	0	..	6
48	27	111	80	Passaic, N. J.	..	..	..	..
97	50	220	134	Paterson, N. J.	11	8	44	36
720	420	2144	1543	Philadelphia, Pa.	..	..	..	..
..	..	..	..	Plainfield, N. J.	7	8	28	35
13	20	105	94	Portland, Me.	18	18	47	64
459	438	2410	2224	Portland, Ore.	192	177	836	829
11	7	42	53	Poughkeepsie, N. Y.	..	..	..	..
29	88	201	219	Providence, R. I.	17	18	60	62
..	..	..	..	Reading, Pa.	4	2	18	12
33	35	334	308	Richmond, Va.	46	42	311	486
182	203	732	497	Rochester, N. Y.	..	..	..	..
24	14	78	85	Rockville Center, N. Y.	16	35	44	74
11	8	101	63	Salem, Mass.	15	8	47	26
56	167	484	539	St. Louis, Mo.	56	68	185	178
116	46	614	469	St. Paul, Minn.	79	118	250	370
..	37	..	340	Schenectady, N. Y.	..	..	..	..
..	..	..	..	Seattle, Wash.	155	174	616	923
..	..	..	..	Springfield, Mass.	88	64	208	241
16	30	153	196	Stamford, Conn.	..	..	..	..
..	..	..	..	Syracuse, N. Y.	32	..	133	..
..	..	..	..	Trenton, N. J.	5	2	52	11
..	..	..	..	Utica, N. Y.	14	16	24	39
17	78	351	447	Washington, D. C.	..	..	..	..
..	..	..	..	West Orange, N. J.	11	13	47	63
17	12	61	71	White Plains, N. Y.	4	12	31	46
77	53	318	288	Wilmington, Del.	3	31	..	68
110	94	466	389	Worcester, Mass.	..	..	..	..
54	2	142	83	Yonkers, N. Y.	..	..	..	..
4596	3294	16,424	13,112	*Totals*	3041	2606	9323	10,581
+39.5		+25.3		*Percent Change*	+16.7		—11.9	

*Permits are not total sales in each market since none are reported from suburban areas, which normally account for 20% to 60% of total sales in each market; nor are they an accurate index where enforcement is lax. Rightly used, however, they are a useful working index.

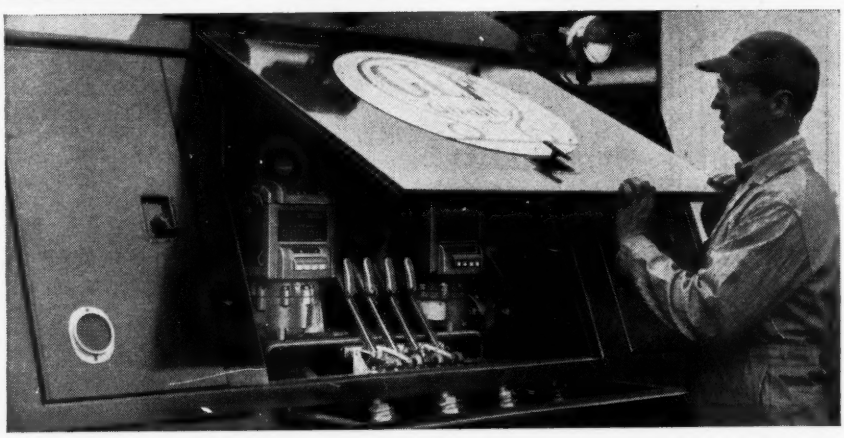


IN BULK PLANTS





ON TANK TRUCKS



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Selling Is Not Enough

Oil Supplier Interprets the Wider Needs of Fueloil Marketers

by
H. B. VanCleve*

(Edit. Note—The author, in outlining a better basis for harmony between a primary supplier and his customer, the fueloil distributor, has visualized a suppliers' sales meeting, but points out that any similarity between this and any specific sales meeting, living or dead, is purely coincidental.)

GENTLEMAN, I AM unhappy to report that we have lost three accounts which have been on our books since 1935. We considered these accounts loyal. We took care of them during the shortage. We never asked more than our posted price, and supplied them equitably. We have endeavored to keep our price competitive since we have had a plentiful supply of oil, and yet we lost the business to two reliable competitors. This indicates that price was not the motivating factor. Why did we lose these accounts?

I am convinced that there are many good reasons, and this meeting is called for the purpose of enumerating and discussing them, as well as to learn whether we are capable of honest self-examination.

Some of you are getting fidgety. You think this is going to be one of those sessions in which the boss tries to pass the buck. Let me disillusion you now.

This meeting is a confession on my part that the blame is all mine up to this minute. My job is to choose salesmen with judgment, (1) tell them what I expect, and (2) instruct them in the methods of reaching this expectation. I have failed in these last two items, but I am now going to correct that. You are going to prove that I was not wrong in my choice of salesmen.

When you leave this room, the responsibility is on your shoulders, and you are going to prove to me that each of you is a good representative of an old company with a new sales policy.

Our trouble is that we have not realized the limitations of the buyer-seller relationship that has existed between us and our distributors. Worse yet, we have failed to recognize the vital part this relationship plays on consumer confidence and good will.

During the last three years, our industry has completed the cycle from a buyers' market to a sellers' market and back again. I don't have to remind you of the factors contributing to this rapid transition, but I am going to remind you that, in my opinion, the oilheating industry, as we know it, cannot survive the impact of another shortage like that of 1947-1948.

You all remember what happened during the sellers' market of 1947-1948. Many buyers were suddenly without a source of supply, and paid premiums to new suppliers who were opportunists. Prices, on the spot market, skyrocketed and the innocent consumer had to pay fantastic premiums in some cases.

Consumers Overlooked

That was one example of the effect of a mere buyer-seller relationship working without regard to consumer good will.

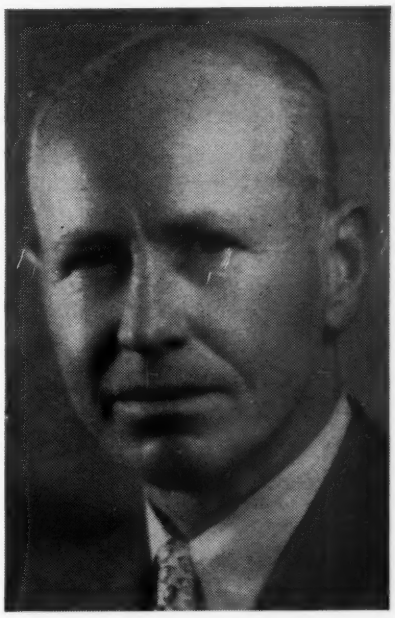
Now to reverse the picture, in the buyers' market of last heating season, prices finally became so depressed that no profit advantage remained for the refiner to make heating oil in preparation for the next season's record demand.

We took care of our customers in line with sound industry practice, but we have leaned too heavily on our self-righteousness. I don't mean that our prices were subsequently too high. I mean that we have not done much to improve the relationship between ourselves as suppliers and our customers who are distributors and who are our only contact with the consumer.

That relationship must be improved if our business, as well as that of the fueloil distributor, is going to survive.

Are there any questions?

JACK: I don't understand what we can do to improve our relationship with our distributors. We treat them decently now.



VanCleve

SALES EXEC.: But, Jack, are you sure that fair treatment is enough? Can't you see that even being a reliable supplier is not enough? It wasn't enough for three customers who had been on the books for fifteen years. We were a reliable supplier to them. What do you know about your customers' problems? Very little I am afraid. I don't blame you up to this point remember, but I'm going to hold you all responsible for equipping yourselves for better handling of your accounts. You may have to go to

*President Maritime Petroleum Corp., New York.

night school to do it, but you must know enough about the fueloil distributor's business to help him solve his problems, at least to the extent of giving advice.

Keep a record of what your distributors are doing in the various fields of sales promotion, advertising, delivery service, oilburner sales and service, etc. Check each new adventure six months later to see how it is going. Make tactful suggestions to help correct any failures. Remember that you have a big investment in each and every one of your customers, and as they grow your investment gets more important. You and we must do everything possible to protect this investment.

ANDY: I have two customers who want some advice on changing their credit department operation. Could our treasury department send someone out to help them?

SALES EXEC.: Now you are getting the idea. They certainly can, and will. Give me a list of the ones you want the treasury to call on, and I'll clear the whole program for the future. I've an idea that the boys in the treasury department can develop ways to help distributors with their accounting methods, particularly cost accounting, banking connections, more economical financing and possibly even methods of raising capital. Just pass the queries along and they will be followed up.

Henry, you haven't said anything yet. I can see something is on your mind.

HENRY: Several of my customers have asked me about the statistical side of our industry. I read the periodicals and so do they, but it is difficult for me to interpret the figures and explain what they mean to the new demand. Where can I get the information in small doses to pass on to the distributor?

SALES EXEC.: Right here. I shall give each one of you, each week, a short memo which will include the supply and demand figures and the market trends. I could also keep you up to date on industry practices which are of special interest to fueloil distributors. I imagine, though, that if you make a point of keeping your eyes open, you will find among your distributors plenty of new ideas, and in most cases they will be glad to have you pass them along.

"Next week I will have completed 25 years of service here—I want to make it clear to him that I've got a watch!"

BILL: How about trade organizations?

SALES EXEC.: Support them. Wherever they deserve our distributors' support, they deserve ours! This support should not be limited to money and social contacts, but must include some work, some time and real thought. If you learn of any ways in which trade organizations can do a better job, give me a report on the subject.

From here on it is our policy to support any trade associations which are doing things for your distributors in the fields of public relations, marketing improvements and labor relations.

GARDNER: All of these things to improve our relations with our distributors sound fine, but it takes two parties to make a relationship. Shouldn't the distributor have some obligations too?

SALES EXEC.: Yes, but that is part of your sales job. As a supplier, we need reliable and loyal outlets for our products. Our function in the distribution chain is to supply fueloil at the barge and tank car or trailer level. In order to exist we must have regular outlets, and in order to get them we must deserve them.

GARDNER: How about the storage problem. That has been a headache.

SALES EXEC.: Yes, that is one point I want to stress right here, the need for more industry storage for an adequate stockpiling program.

Dr. Courtney C. Brown of Esso delivered an address before the OHI in Boston this Spring which had more real meat in it than anything I have recently heard or read. "A peak load business can adjust its seasonal requirements by additional storage over and above the current level of requirements during the slack season. It is imprudent business judgment to rely upon the flexibility of refinery yields to meet the vicissitudes of weather."

I am going to see that each of you gets a copy of his address. Quote it to the distributors you call upon. If they want copies, I'll see that they get one.

One of the storage surveys at the distributor level, made recently, brought out some very astonishing facts. On the East Coast, near one of the largest refinery centers, the distributors getting their oil by trailers averaged having storage capacity for only 4.3% of their annual sales. Those getting it by barge could store on an average 8.52% of their annual sales. Of course, distributors located at points which were frozen in during the winter did much better.

I am told that on the New York State Barge Canal storage averages close to 50% of the annual gallonage. In the Middle West, the average is much higher than in the East. There is room for much improvement in our market as the industry is still expanding rapidly on the East Coast. Larger consumer storage on new installations is being encouraged by some distributors who charge a premium for deliveries of less than three hundred gallons, and it is working well according to last reports.

JACK: I am beginning to get the point. You want us to be business servicemen as well as salesmen.

SALES EXEC.: Exactly! I want you to study intensively every phase of the retail business. You all know the wholesale business.

How many know anything about oilburners? . . . about half of you.

The rest go to night school this summer.

Each of you has approximately forty accounts. Among those forty, there are many excellent samples of the ideal distributor. You will learn more from them than you can in any school. Study the secrets of their success and what makes them outstanding. With their permission, spread the gospel to your other customers. Remember that each of you is our principal contact with forty customers. This company has a policy of cooperation, but you, gentlemen, are the ones to take that policy into the field and make it work. Only through you can supplier-distributor relationships be improved. Consequently, each of you must build yourself into a person who gets the respect of your customers by being able to express yourself clearly and with such force that what you say gets across.

(Continued on page 107)

Vaporizing Pot Type Burners

Adjusting for oil flow rate, flame position and correct draft

by
Charles H. Burkhardt*

IN ORDER to calibrate a vaporizing burner correctly, it is necessary to have a proper understanding of the type of fires furnished by this burner. These fires are the high, low and pilot fire respectively. All vaporizing pot type burners have a high fire position. Whether or not the other fire is low or pilot depends on the design of the pot. The high fire burns up above the pot, as shown in illustration No. 1. A low fire burns down on the inner ring and the pilot fire burns at the base of the pot.

Domestic vaporizing burners will be either high-low fire type or high-pilot fire type. The difference in function between the low and pilot fire is negligible. Both serve as a means of constant ignition for the high fire and also as a means of keeping the pot warm enough to have some progressive vaporizing going on in the event of a demand for the high fire.

If a burner is designed for low fire, the flame should be burning off the ring inside the pot. It should *not* drop down below the baffle and burn off the floor of the pot. If it does, the oil is too heavy or the low fire oil rate requires recalibration and the rate of flow increased. A low fire should always be clean, as it is a designed fire; that is, the amount of air and oil are mixed in a ratio to produce a partially blue flame with yellow or white top, but a predominantly blue flame. If it is yellow or white, it is not getting enough air or the amount of oil being furnished is too large. Do not be too rigid in calibrating a low fire. It is all right to allow a flow rate up to a 35% increase over the low fire rate prescribed by the manufacturer. Thus, if a manufacturer prescribes a flow rate for a low fire of 6 CC per minute, there is no harm in this being increased to 8 CC's if necessary. However, the manufacturer's specification should be regarded as a fairly rigid *minimum* and the flow rate on low fire should not be decreased *below* it. The low fire may go out if this decrease occurs or if it does not go out it will fall to the floor of the pot.

The pilot fire employed by some vaporizing burners is quite different from the low fire. The pilot flame burns down on the floor of the pot, a considerable distance below the baffle ring and in one small area over a small pool of oil that lays on the pot floor. It is usually a dirty, smoky fire, producing carbon and soot, that collects below the baffle ring. This carbon usually will burn away when the flame reaches the high fire position. If it does not, then the pilot fire presents a service problem. It is usually solved by adjusting the oil rate to clean up the fire; by cleaning the air ports in the pot wall adjacent to the pilot fire, or if it is a natural draft burner, by increasing the draft to supply a larger amount of air. The main thing to be watched with a pilot fire is to see that it does not cause excessive carbon formations and that it is large enough to sustain itself and not go out. It may be necessary to increase the pilot oil flow rate to do this. If such is the case, it will have to be a matter of the serviceman's own judgment as to how much the increase should be. A twenty percent increase in the prescribed CC flow per minute is not a bad pilot fire maximum.

The high fire which is characteristic of all vaporizing burners is achieved by supplying oil at the maximum rate of flow to the burner pot. It will burn right off the ring with an intense, lively, yellow-white, radiant flame. This should always be a clean fire. The flow rate guide here should be about 10 percent below the maximum suggested by the manufacturer at the draft condition given. This, of course, applies to natural draft burners. On mechanical draft vaporizing burners, the oil flow rate should be at the maximum set down by the manufacturer in order to be certain that the fire will not drop down into the pot.

Any cutback, not exceeding 15 percent, on the manufacturers maximum CC per minute rate of flow for high fire will be of advantage in the event of variations in the properties of the oil being delivered. Some vaporizing burner experts even favor a cutback on high fire for mechanical draft burners for this reason. A delivery of lighter oil than that for which the burner was calibrated will result in a higher fire and if the oil flow rate has been cut back such a condition will have been compensated for in advance. If a heavier load of oil than that for which the burner was calibrated is delivered, the fire will lower itself. However, this fire will be hotter due to the higher Btu content of the heavier oil and will usually vaporize the oil as well as did the higher fire furnished by the lighter oil. But in no case should the oil

*Walter Hervey Junior College, New York City.

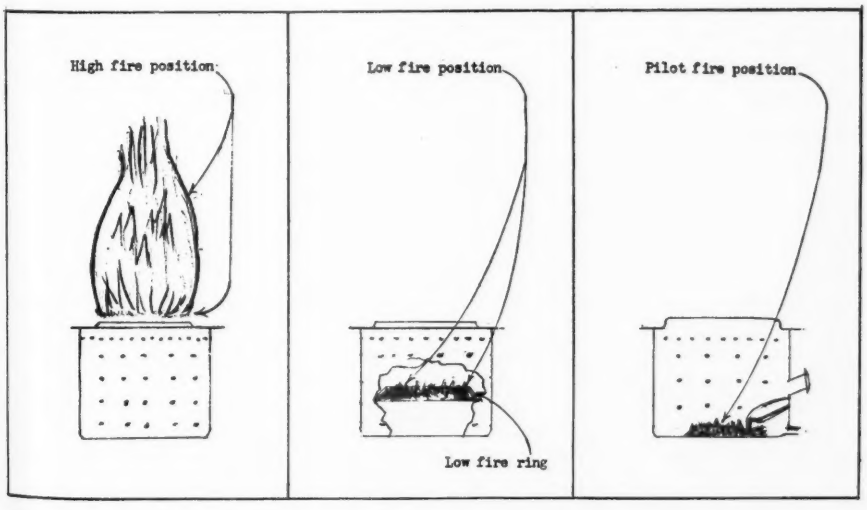


Illustration 1. *Relative positions of vaporizing burner flames. Note difference between low and pilot fires.*

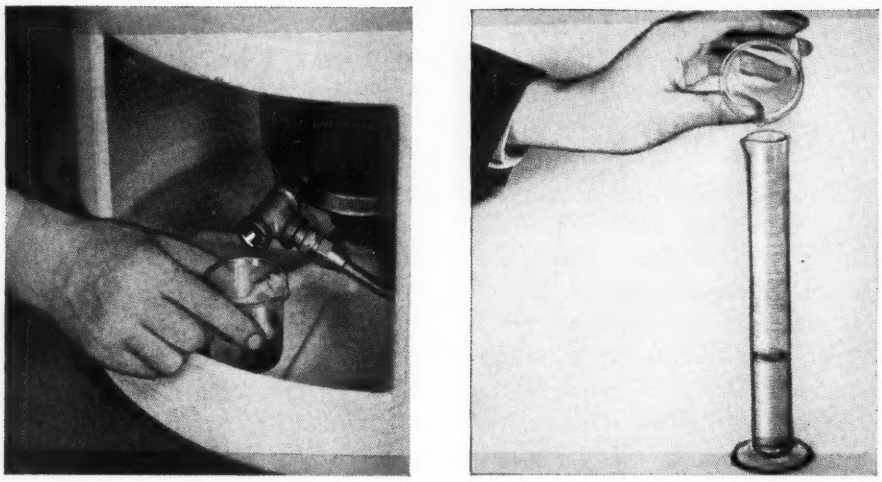


Illustration 2. *Collect oil sample in beaker, as shown at left, for three minutes as the first step in calibrating a vaporizing burner. Next, pour sample into graduate, right, and divide number of CC's shown by 3. This gives the rate of flow for one minute. Compare with rating shown in the accompanying Table. (These photographs taken from Evans Service Manual)*

Flow Rate Conversion Table	
3,781 CC	= 1 Gallon
945 CC	= 1 Quart
473 CC	= 1 Pint
126.18 CC/Min.	= 2 GPH
63.09 CC/Min.	= 1 GPH
31.56 CC/Min.	= 1/2 GPH
15.78 CC/Min.	= 1/4 GPH
7.89 CC/Min.	= 1/8 GPH

be so heavy that the flame burns constantly within the pot when at high fire position. Such a condition will warp, oxidize and seriously damage the metal sides of the pot.

With these foregoing flame conditions and their limitations in mind, the calibrating of the burner is comparatively simple. It can be made at either of two places, the test tee as shown in illustration No. 2, or at the outlet fitting on the flow control valve. The implements required are a watch with a second hand, a 50 CC beaker and a 200 CC graduate.

Before calibrating, make certain the flow control valve and the valve strainer are clean. Now remove the plug at the test tee and turn the valve to the *high* position. If it is a thermostatically controlled valve, place a jumper across the thermostat contacts. Collect a sample of oil in the beaker for a minute or two and throw it away. Now begin collecting the second sample carefully for three full minutes, keeping time by the second hand of a watch. When the three minutes are up, place the flow control valve in the "off" position and put a container under the opened tee to prevent oil from dripping on the floor. Pour the oil from the beaker into the graduate. Divide the number of CC's shown by the graduate by 3 and the resulting figure will be the CC rate per minute at high fire. Compare this rate with that of the manufacturer.

Now adjust the rate of flow by turning the high fire adjusting screw until it is about 10 percent below the CC per minute high fire rate suggested by the manufacturer if it is a natural draft burner. If it is a mechanical draft burner it will be all right to adjust to the maximum prescribed if such is desired to provide adequate heat output. It may be necessary to make a number of calibrations before this desired flow rate is reached.

Once the high fire flow rate has been properly adjusted, start the burner and allow it to run at least 15 to 20 minutes at high fire. Now take a draft reading and compare it with the manufacturer's specified draft reading. Adjust the draft regulation to furnish this specified draft. The burner has now been calibrated to operate at the oil-air ratio for which it was designed. It should burn with a steady clean fire. If it does not, either the oil flow rate must be reduced or the draft increased, providing, of course, that the pot is clean.

To calibrate for low fire or pilot fire, the same procedure as above should be followed except that the oil should be allowed to flow into the beaker for five minutes instead of three. This of course requires that the total number of CC's shown by the graduate be divided by *five* to get the CC per minute rate. Low fire and pilot fire adjustments should be made after the burner has been off for awhile and is comparatively cool. Observation is just as important as calibration in setting low and pilot fires. Operate the burner for about ten minutes on low fire and observe the flame. If it is a low fire, it should burn with a large portion of the flame base showing blue and the tongues yellow to white. If it is a pilot flame, it should be yellow or white.

Do not hesitate to advance the CC rate as much as 35 percent as mentioned previously to assure a good low fire or as much as 20 percent if it is necessary to clean up the pilot flame.

Flame Observations

A serviceman with some experience can adjust for the proper fires in a vaporizing burner by judging the position of the flame, as demonstrated by illustration No. 1. Much can be ascertained as to the efficiency of operation of the burner by observing other properties of the fire. Although many burner experts prefer leaving a pressure type burner with tiny wisps of smoke coming from the flame tips, this is definitely not a good practice with pot type burners.

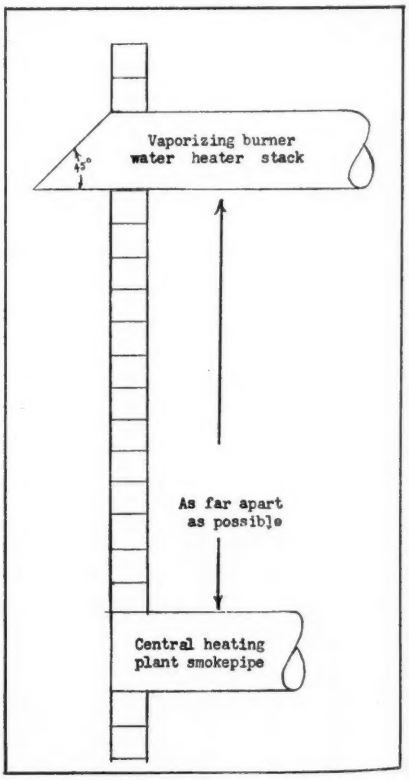


Illustration 3. *Method of installing heater pipe in same chimney with central heating plant smokepipe. Note 45° angle end on water heater flue pipe.*

It is very easy to observe if a pilot or low fire is comparatively clean, but this is not easily determined by observing the high fire. This condition furnishes an additional use for the stack thermometer, or if one is not available, a glass rod can be used instead. After the unit has been operating at high fire for a few minutes insert the stack thermometer or glass rod in the smoke pipe (between the heater and the draft regulator) and leave it there for fifteen minutes. Upon removal, the rod or thermometer should be clean, that is, soot free. This test, which should be made *only* at high fire, will many times give evidence of smoking at the tips of the flame, which is not apparent to the eye.

Much can also be learned from the actual color of the fire. If it is dull red or dull orange and the draft is normal, it indicates the oil being used is too heavy for the burner. A burner using kerosene or #1 oil should always show a considerable portion of the base of the fire to be blue in color. If instead, the entire flame is yellow, the quantity of air being supplied to such oils is insufficient. If #2 or #3 oil is used with the average burner, it will show no blue in the flame at all and the high fire will be yellow-orange in color. As discussed previously, there is but one requirement of the low and pilot fires, that of burning cleanly and continuously regardless of color.

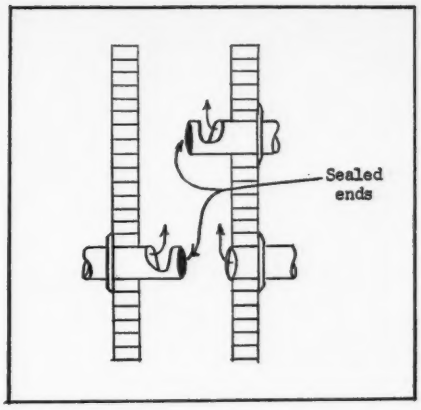


Illustration 4. *Method of shaping and installing multiple pipe outlets in the same chimney.*

Draft Adjustments

Hand in hand with the proper flow rate and correct flame position goes the condition of draft. Perhaps no burner is as sensitive to draft conditions as is the natural draft vaporizing burner. This draft is the exact indication of how much air the burner is receiving. Many of the draft problems that affect this equipment come from improper installation.

If hot water heaters are used, there will usually be a multiple flue type installation. When the vaporizing heater is hooked up to a chimney used for the central heating plant, the installation should be made as shown in illustration No. 3. The water heater smoke pipe should enter the chimney *above* the central heating plant stack with the pipe end cut at an angle of 45°. This method of cutting the smoke pipe will deflect the gases that occur (when the heating plant goes on) from filling the smoke pipe of the vaporizing heater and causing a back pressure. However, some back pressure will usually exist when the house heating unit starts and this method of installing the smoke pipe will cut down its bad effect.

If a number of natural draft heaters are being used in the same chimney, install them as shown in illustration No. 4. The sealed ends will help prevent the influx of exhaust gases from entering the

(*Continued on page* 106)

OPERATING DATA
REPRESENTATIVE VAPORIZING POT TYPE BURNERS

Vaporizing Burner	G.P.H. Rate	Oil Flow CC/Min. High Fire	Oil Flow CC/Min. Low Fire	Oil Flow CC/Min. Pilot Fire	Grade of Oil	Type of Draft	Required High Fire Draft
Evans, Model 138	1/3	21	5	—	#1 & #2	Natural	.06
Evans, Model 158-D	7/16	28	5	—	#1 & #2	"	.06
Evans, Model 158-DS	7/16	28	5	—	#1 & #2	"	.06
Evans, Model 148	7/16	27	6	—	#1 & #2	"	.06
Evans, Model 168-D	1/2	34	6	—	#1 & #2	"	.06
Evans, Model 228 WH*	1/4	14	2	—	#1 & #2	"	.03 to .04
Evans, Model 238 WH*	1/4	15	1-3/4	—	#1 & #2	"	.03 to .04
Monitor, Model 20 WH*	1/4	14	—	1-1/3	Kerosene #1 & #2	Natural	.04
Monitor, Model 30 WH*	1/4	14	—	1-1/3	#1 & #2	"	.04
Miller, Model V-890-A	9/10	56-1/2	—	3	#1, #2, #3	Mechanical	.01 —.03
Miller, Model V-890-B	9/10	56-1/2	—	3	#1, #2, #3	"	.01 —.03
H. C. Little #00 to #1	1	63	—	—	#1, 2, & 3	Natural	.06
H. C. Little #2 to #3	1-1/4 to 2-1/2	79 to 158	—	—	#27 Diesel	"	.06 to .08
H. C. Little #4	3 to 4	189 to 252	—	—	& #200 PC Furnace Oil	"	.08
Breese, Model HB7DGR	2/3	42	3	—	#1	Mechanical	.04
Breese, Model HB7DGS	2/3	42	3	—	#1	"	.04
Breese, Model HB7DHS	1	63	5	—	#1	"	.04
Kresky, Model 1-KR	3/4	48	2	—	#1, 2 & 3	Mechanical	to .04
Kresky, Model 1-R	1	64	3	—	#1, 2 & 3	"	to .04
Kresky, Model 2-R	2	128	3	—	#1, 2 & 3	"	to .04
Kresky, Model 3-R	3	192	3	—	#1, 2 & 3	"	to .04
Kresno-Stamm, Model BF1	2/3	40	—	3	Kerosene #1 & #2	Mechanical	.03
Kresno-Stamm, Model BF2	1	60	—	3	#1 & #2	"	.03
Kresno-Stamm, Model BF60	1-6/10	100	—	—	#1 & #2	"	.03

*Water Heater

Fueloil Success Story

Objectives in the Ashland-Allied Wedding

by

Robert Gray

WHEN IT BECAME KNOWN last summer that the Allied Oil Co. of Cleveland was being merged into Kentucky's Ashland Oil & Refining Co. the idea struck a responsive chord in many parts of the oil fraternity.

Each of the firms has been individually effective in its work and each was operated by widely known and liked individuals, so it was apparent as the gossip sped through the industry that here was an interesting development. More than that, the firms so genuinely complemented each other in the scope of their activities that the merger could only have the effect of providing a much stronger market position on several counts.

Ashland since prewar days had grown to several times its former size but because of the cheap coal and gas situation in the Ohio valley it lacked good marketing outlets for fueloils. As a result, much of Ashland's distillate and residual output could be sold only in the spot market. Allied, on the other hand, effectively dominated fueloil marketing in the neighboring state of Ohio, and in the steel mill country from Wheeling to Buffalo. Allied's fueloil volume of 350 million gallons a year, with most of this going to large industrial users on long-time contracts, was attractive to Ashland.

Allied, too, was so situated that it could get real benefits from a merger with its southern neighbor. The company had been plowing back most of its profits through the years into new terminals and other physical properties, and while it had achieved a high book value, the company was so placed that it would be in bad shape if anything should happen to either of its two principal owners, W. W. Vandeveer and Floyd R. Newman. It was the problem common to estates where the principal asset would be corporate shares of high earning capacity but for which no value had been officially determined. Inheritance taxes calculated by a disinterested appraiser of the value of the company's stock could call for funds impossible to procure without jeopardizing control of the company. In the merger Vandeveer and Newman got in Ashland stock and cash about 11 million dollars for their holdings. With the Ashland stock actively traded on the New York Curb Exchange a value was clearly established for any potential tax purposes.

From the start of the negotiations for the merger it was obvious that the details were going to provide an interesting story. For years each company had been engaged in out-of-the-ordinary activities. Both Ashland and Allied were completely integrated in total petroleum industry functions, all the way from wildcatting and field production to transportation, refining and marketing. The merged company could almost be considered a major, since it is twenty-third in size among all integrated petroleum outfits. Its officers and directors, however, much prefer to think of it as an independent operator because its basic philosophy stems from that background.

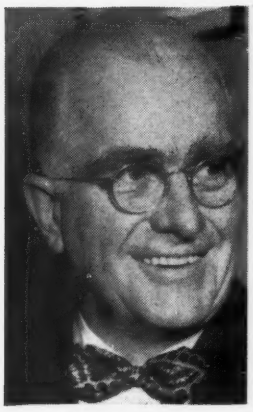
From the time of the merger, it had seemed logical to spend a few days to investigate the details, particularly of the operating experience of the two companies. This spring, opportunity afforded a few days at Cleveland and Ashland. The principal officials at each point were generous with information.

It was in the spring of 1925 that Vandeveer and Newman each put up $5,000 and raised an additional $15,000 to form Allied Oil Company. The $15,000 was borrowed from a baker named Bond, a wealthy individual with whom Vandeveer had been playing golf for some years. Within eighteen months Allied was able to buy out Bond's interest, giving him a $10,000 profit for the use of the money. No additional capital was put into Allied during its twenty-three years of independent existence.

Vandeveer and Newman had first become acquainted through sharing opposite halves of a duplex house in a west Cleveland suburb. Vandeveer had had some interesting experiences with Goodrich Rubber Company, dating from 1916, in which he had held the responsible positions of manager of sales training and manager of the Chicago branch. In 1922 he was persuaded by Newman to take a job with him to sell fueloil for American Petroleum Products Company. Thus the two individuals had three years' experience in working together before they stepped out to form the new company.

Vandeveer had shown at the start of

Howard Marshall



F. R. Newman

W. W. Vandeveer

R. S. Blazer

Paul Blazer

his selling work that he was willing to try anything once if the results looked promising. His first job with Goodrich Rubber had been changing tires at a retail store. He was anxious to sell and worried the local manager so much on this point that he fired him for being too impetuous. With nothing to lose, Vandeveer went to the general sales manager of Goodrich, told him what he thought of the company, its tires, and his former boss.

The general sales manager consented to give him a try at selling and sent him over to Waterloo, Iowa. No Goodrich tires were being sold in Waterloo at the time. He spent two days trying to get someone interested, but with no luck. Then he ran across a Swede who was just going into the gasoline business . . . found him ready to install a curb pump. He looked like a good possibility to sell tires, but he was too busy to listen to a story. The next day Vandeveer showed up at the Swede's place in a new pair of overalls and work shoes, and told him he wasn't doing anything else that day so he decided he might as well come up and help dig the hole for the tank. It took the pair of them two days to get the tank properly buried, and between every third shovel, Vandeveer was selling Goodrich. He took an order for $500 worth of tires, and then realizing that the credit department probably wouldn't pass it, he persuaded the Swede to give him a check for the full amount with the order. With the ice broken in this town where Goodrich had been frozen out, Vandeveer promptly got two more dealers in other corners of the community.

When Allied started back in 1925, the idea of specializing in one petroleum product was almost unknown to the oil industry. The partners believed that they saw a large future for industrial fueloil. Their first day in business, the company sold a hundred carloads of residual fuel, and curiously, in the light of recent events, they bought that first fuel from Ashland Refining Company.

Balanced Responsibilities

Through the years of Allied Company's independent operation, Newman had been looking after inside administrative responsibilities, and is given a lot of credit for his share in the success of his company, while Vandeveer had been better known in oil circles because he was in charge of selling and other outside activities.

Out of Cornell in 1913 Newman did a three-year hitch in China for the old Standard Oil Company of New York, and then joined American Petroleum Products in 1916. During the first world war he was active in handling petroleum supplies for the fighting fronts of the A.E.F.

When Vandeveer and Newman retired from active duties with Allied last summer, Rex Blazer became President. He had been the company's fifth employee, joining it in 1928 just after college. Rex wanted to get into the oil business and work for his uncle, Paul Blazer, who then was president of Ashland Refining. The uncle talked him out of it, explaining that if the boy made any progress everyone would say that it was because he was in the family, and urged him to get into the business with some young and active small oil company. He proposed to Vandeveer that they hire the boy to teach him the oil business. Rex advanced in the Allied organization until at the time of the merger he had the job of executive vice president.

In the years when Vandeveer and Newman had been getting their first jobs, events were stirring in the south, unknown to them, that would become important to their long-range futures. In 1917 a new oil field was opened up and rapidly developed in eastern Kentucky. The wells were shallow and the individual output small, but the field soon had a production of 20,000 barrels a day. A pioneer and principal operator in this field was the Swiss Oil Co. Recognizing that it was in a fortunate spot geographically to take advantage of transportation costs, the company in 1922 decided to do its own refining and built a plant at Cattletsburg, Kentucky, set up a subsidiary corporation called Ashland Oil Co. to operate the refinery, and hired Paul Blazer as president.

After several years in the publishing business, Blazer had first entered the oil industry as vice president and advertising manager of the Great Southern Refining Company at Lexington, Kentucky.

In the Swiss Oil family, the child Ashland soon became larger than the parent, the result of Blazer's effective handling, and in 1936 the two firms were consolidated and called Ashland Oil and Refining Co. with Blazer as head man.

The newest member of the Ashland-Allied executive team is J. Howard Marshall who came to Ashland as president in 1944. Few individuals in the oil industry have equaled Marshall's stature in the relatively short years since leaving school. When he joined Ashland, Paul Blazer moved up to become Chairman of the Board.

Marshall had first met Blazer at a breakfast in Washington with W. T. Holliday, then president of Standard Oil Company of Ohio, during the NRA days, when Marshall was a youngster

in the Interior Department. From then until the day when they finally got together in business, they had found many occasions to talk oil.

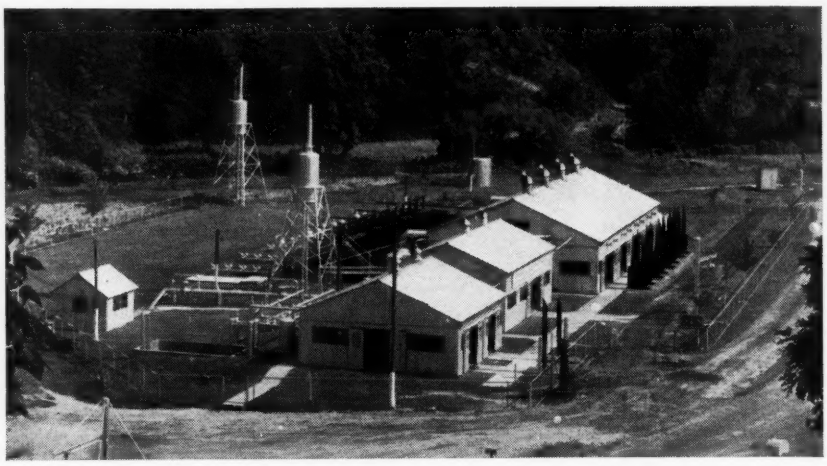
Fresh out of Yale Marshall was a clerk in a New York law office, and then returned to Yale as Assistant Dean of the Law School. As a result of an early academic interest in the oil industry, he had written two papers on the necessity for controlling oil production . . . this was before any of the states had enacted proration laws. Interior Secretary Ickes saw these writings, and wired Marshall to come down and work for the summer in the Interior Department. When Fall arrived and the interesting work was only started, Marshall took two years leave of absence from Yale, and a little later permanently resigned from the law school. These were NRA days and Marshall was named a member of the Petroleum Administrative Board. During that period he also developed and wrote the text of the Connolly Hot Oil Act.

On the day that the Supreme Court found the NRA unconstitutional in the famous Brooklyn chicken case, Marshall was on the West Coast. He had done some interesting work with top officials of the Standard Oil Company of California while on a trouble shooting commission for NRA, with the result that Kingsbury, then California Standard's president, persuaded Marshall to stay out there and join the company's legal staff.

The next six years found Marshall doing special administrative assignments for the company's top management, and then joined with the San Francisco law firm of Pillsbury, Madison and Sutro as a partner to handle Standard of California's work.

This was interrupted by the war with a call from Secretary Ickes for Marshall to come back to Washington to be Chief Counsel and Assistant Administrator of the Petroleum Administration for War. He had agreed to come down for just a year and help to get things started, but strung along for more than three years at considerable financial sacrifice. The close of 1944 found Marshall finally turning his job over to assistants, and returning to San Francisco. He stayed on the coast only two months and then came to Ashland as its president. Blazer had been asking him to do this before he left Washington, but Marshall had not been sure that he could fit into the job.

When the war in Europe ended, President Truman appointed Marshall chief counsel of the American Delegation to the Allied Commission on War Reparations. At first he declined the appointment, but Truman got Paul Blazer on the telephone and enlisted his aid in getting Marshall to accept. The Committee went through Germany within two weeks after the end of the war in Europe, and then to Moscow for a session with the Russians. Apparently the principal thing that the Commission did was to say "No." Then before returning Marshall was with Truman for the Big



Secondary Recovery From Old Wells

CONVENTIONAL OIL FIELD *operation rarely succeeds in getting more than 50% of underground oil to the surface. The production rate of the wells slows down until they are finally abandoned. In recent years the oil industry has a new concept of "secondary recovery" which means that instead of abandoning such a well they try in various ways to revive its production. One of the common ways is repressuring with gas to force more oil out of the sand or porous rock.*

The photograph above shows a compressor station for gas repressuring in Ashland's Eastern Kentucky shallow field where 6,000 old wells are producing only 4,000 barrels a day. The two men in the other photo demonstrate repressuring at the well head.

Water flooding of old wells will sometimes help get the trapped oil moving again, and particularly when this is accompanied by a fresh shooting of the well. A typical case study of this sort was handed in to Marshall by W. E. Lang on an April 10 report:

REPORT: *Preliminary results obtained by shooting old recovery well located on the pilot flood pattern—*

Sanford Lyon No. 29 well—compl. 1926

Initial productivity—20 Bbls./Day

Total recovery 1926-1948 est. 20,000 Bbls.

Well shot March 28

Cleaning out started March 29

Mar.	29	Recovered by bailing while cleaning out .	22.5 B/D
	30	"	16.7
	31	"	55.0
Apr.	1	"	16.2
	2	Finished cleaning	16.2
	6	Pumping	45.0
	7	"	32.6
	8	"	20.4
	9	"	22.6
			247.2

Approx. value of crude $700.00, in first 12 days.

Estimated cost of shooting and cleaning out is $850.00

This method of increasing field productivity will prove profitable.

Three Conference at Potsdam, Germany.

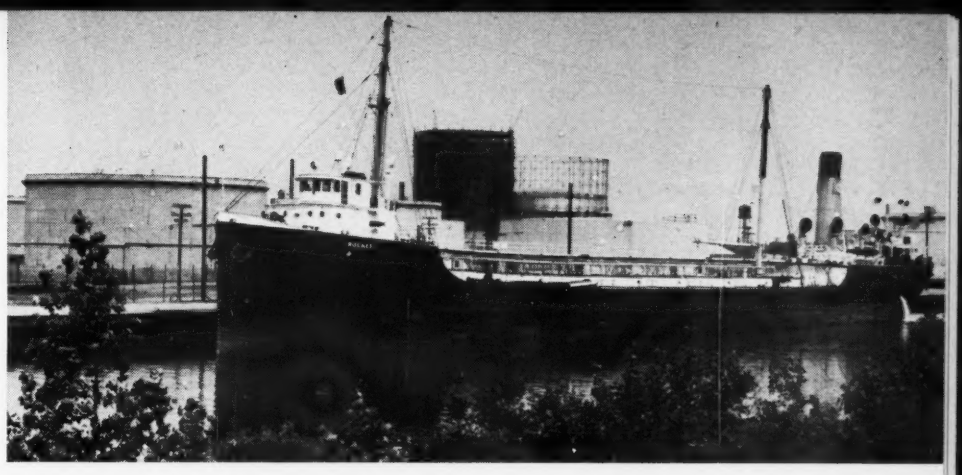
The primary appeal of the Ashland job for Marshall was that the company is of moderate size, and the president can have an insight into every phase of oil industry operation. He has been out in the Southwest buying oil leases, has taken an active interest in secondary recovery from stripper wells, has negotiated the purchase of the refinery from the government, has brought ocean-going tankers, has handled the company's labor negotiations with the unions.

His activities outside of the company are broad. As vice president and director of American Independent Oil Company he has a hand in oil-producing concessions in the Middle East and in Mexico. He is vice-president for marketing of the American Petroleum Institute, and a member of the National Petroleum Council.

In taking a look at Ashland-Allied operations a logical place to start is with crude oil production and supply. Back in 1941 when the war began, Ashland had a refinery capacity of only 8,000 barrels a day. Its present crude oil needs are more than six times that figure, and its refining capacity will soon be 60,000 barrels a day when some extensions now in progress are completed. This, of course, has necessitated finding new sources of crude oil and continually going further afield to get it. As long as the early company could exist on local Kentucky crude it had such a strong economic edge that its profit problems were never difficult.

In the Eastern Kentucky shallow fields the company still operates 6,000 smaller stripper wells, which produce in the aggregate only 4,000 barrels a day. Twelve hundred of these wells are owned outright and the remainder are on leases. This field is within 75 miles of the refinery, and the company operates an 800 mile gathering system to bring in the few barrels. Normally, it would seem that such small production per well would be uneconomic, but at present crude prices this production remains decidedly profitable. Considerable work is being done on secondary recovery, and some of the wells have been brought up to a 20 or 25 barrel production by cleaning out, shooting, and repressuring.

To get new crude supplies Ashland went to the Southwest and into the Illinois basin. Essentially river operators, the company brings its crude up the Mississippi and Ohio from the two producing areas in its own barge fleets.



When the war ended Ashland had only 1,200 barrels a day of its own crude production, and this has subsequently been raised to 17,000 barrels a day. In addition it has 150 independent producing partners, most of whom have been financed out of either the Ashland or Allied treasuries. As a result the company has an overall crude supply entirely within its own control of 54,000 barrels a day, and is able to sell a little of this to other refineries. This includes approximately 20,000 barrels a day from the lower Mississippi, 20,000 barrels a day from the Illinois basin, and the remainder from Kentucky and other Eastern fields.

In the merger with Allied some of the present production was acquired. Allied had some crude from the Southwest, but most of its production was in the northern part of the Illinois basin, connected by the pipeline to its refinery at Canton.

Highlighting the past five years, the development of new crude sources by Ashland and Allied has included the drilling of 1,015 wells of which 602 were productive. Most of these were in new pools, which contain plenty of other locations for future proven drilling. A significant index of Ashland's comfortable crude position is the statement that during the industry's broad supply stringency of 1947-48 no Ashland marketer was ever put on a quota basis. They all got all they wanted.

Both Ashland and Allied have a creditable history in refining. This had been recognized in Washington during the war when Paul Blazer was appointed chairman of the refining committee for District II, and Vandeveer became general director of PAW's District II in the later war years.

Ashland's original refinery produced only 1,500 barrels daily with batch stills. A little later the company was the first

Water Transportation. *At the top of the page is one of Allied's fleet of seven Great Lakes tankers. Below is one of Ashland's seven Ohio-Mississippi tow boats pushing 15 barges that haul 150,000 barrels of crude—more than a T-2 ocean tanker.*

Heavy oil marketing *by Allied includes building storage tanks on a customer's property, as in this instance at Follansbee, W. Va., where a pipe line runs across the bridge into the open hearths of the Wheeling Steel Corp.*

refiner in the country to adopt continuous runs on shell stills. Ashland was again the first to make a cracked asphalt and this item continues to be important in their business. In addition to refining for its own marketing needs Ashland has 25% of its output in custom refining for others. Its operation is flexible enough to be able to make most anything to the buyer's specifications. For example, today, aside from its own gasoline requirements the company turns out gasoline for several large oil companies, matching the exact specifications that they produce in their home plants.

Paul Blazer, according to Marshall, makes refining an art rather than a science. He understands and follows every minute detail of the process. He has a direct telephone connection from his home to the refinery at Cattletsburg, and frequently calls the plant in the night, telling some operator to give a valve another turn or to put two pounds more pressure on some particular still.

Toward the end of the war Marshall was trying to get some Navy business for Ashland, particularly Navy Special fueloil. He had considerable trouble getting to the right Admiral, principally because the Navy had felt that the smaller refiners couldn't make the product. Marshall succeeded in selling the idea of Blazer as an extraordinary refining specialist, to the point of getting a commitment from the Navy that if Ashland could make this fuel the Navy would take their full output. Blazer, of course, did produce Navy Special, and from then until the Japs quit the company shipped a 60 car train load each day.

During the war Ashland had wanted to make 100 Octane gasoline and persuaded the government to build a 20,000 barrel Houdry catalytic cracking unit on land immediately next to its refinery. After the war Ashland bought the unit from the government. (See the photograph on the front cover of this issue.) Including the new cracker, and other changes and improvements the plant at Cattletsburg can turn out 45,000 barrels a day. In the merger with Allied an additional 15,000 barrels a day in capacity came with the Canton, Ohio refinery and the small topping plant at Niles, Ohio. The Canton refinery with 12,000 barrels a day capacity was designed principally for fueloil, and can produce a yield of all fuels from kerosene through residuals of 70%.

Both Ashland and Allied through the years had paid special attention to controlling their own transportation facilities, and it can be said that a considerable share of the success of both companies was due to keeping themselves in a low-cost position for moving oil about. In 1929, only four years after its start in business, Allied bought a tanker to operate on the Great Lakes to carry residual fuel from the Chicago refining area to its customers in steel mill centers. Then in 1930 it built the first fuel-oil terminal on the Great Lakes at Cleveland.

In the depth of the depression the company did not have enough fueloil business to keep the tanker busy so found it could make a profit by chartering it to others. This brought to Vandeveer and Newman the concept of a fleet of Great Lakes tankers to do general charter work, so a second was bought in 1933. The Allied subsidiary, Cleveland Tankers, Inc., now has four operating under the American flag, two more owned by a Canadian subsidiary, and the seventh is now under construction. Not only did Allied take full advantage of Great Lakes water transportation, but it also utilized the Mississippi and Ohio River barge lines under charter arrangements. At present it has 30 residual barges under ten years' charter from Union Barge Line.

Ashland Oil & Refining is also heavily into the water transportation business. It owns seven river towboats of which four are the Mississippi type. These latter can handle individual tows of fifteen barges with a capacity of 150,000 barrels, which is considerably more than a T-2 tanker. The same size barges are used for delivering refined products, but the three smaller towboats operate in this service handling six or eight barges. Ashland is the largest oil industry operator on the Mississippi-Ohio system.

Through a subsidiary, Ashland-Allied Tankers, Inc., the company owns two ocean going tankers of the T-2 type, and these are leased to Standard Oil Co. (N. J.) for five years on a basis that will recover their cost in that time.

Both Ashland and Allied have been active in pipeline transportation. In addition to the 800 miles of gathering lines in eastern Kentucky, Ashland also has 52 miles in western Kentucky and 175 miles in southern Illinois. Jointly with Standard of Ohio it also owns and operates another 575 miles of gathering lines in western Kentucky. Allied owned approximately 170 miles of gathering

Allied's Retail Fueloil & Oilheating Activity

IN THE CLEVELAND *metropolitan area, extending as far south as Akron and west to Elyria, Allied sells distillate heating oil at retail . . . seven million gallons in 1948. Throughout the rest of the state some 30 petroleum jobbers absorb the balance of the company's light heating oils.*

The domestic oilheating and fuel-oil operation is headed up by Ed Marquard and the industrial burner and equipment division is under the management of Frank A. Sinning. York burners are sold by both divisions, with the company rated as a distributor.

E. F. Marquard, *manager, Oil Heating & Burner Division.*

Direct retail sales are limited to conversion installations, with Marquard channelling all unit business through neighborhood dealers.

He estimates that in the Cleveland-Akron-Elyria triangle there are about 18,000 domestic oilburners in use and that 1948 sales by all companies were about 650. Natural gas is plentiful and cheap, and the East Ohio Gas Co. heats a quarter million homes in the same area.

F. A. Sinning, *manager, Industrial Burner & Equipment Division.*

The oilheating dealers, however, have a local OHI chapter and in spite of cheap gas are conducting a cooperative advertising campaign for six months, with an ad running in each Sunday issue of Cleveland papers.

Sinning's industrial burner sales department is only two years old but during the period has gotten off to a flying start by installing a total of 5,290 horsepower. Present outstanding proposals total 3,090 horsepower, showing real sales activity. Long before the company started to sell heavy oilburners in 1947 Sinning's engineers had been calling on heavy oil customers to help them get highest efficiencies from the fuels they were buying.

lines in Illinois and Texas and its refinery at Canton is located on a pipeline network which brings crude oil from its own Illinois production and can deliver all the way from Texas or from the East Coast.

Allied uses transportation as a direct adjunct to its marketing activities. In several instances the company has built a heavy oil terminal on property owned by one of the large steel corporations and connected pipelines from the terminal direct to the open hearths. It has then made long term contracts, usually ten years, to supply all of the needs of the mill on a price refusal basis. In other words the mills were at liberty to buy heavy oil from any other source, but Allied would first be given an opportunity to meet the lower price when necessary because no competitor could have as low a delivery cost as Allied with its direct connection piped into the heart of the mill.

The company supplies steel mills in a broad swing from Buffalo to Cleveland to Youngstown, and from Wheeling to the Pittsburgh area. Its largest customer is Republic Steel, taking a hundred million gallons a year. For Republic, Allied is now completing a 400 thousand dollar terminal on the property of its Buffalo mill.

Another recent tie-up of this nature was the completion of a terminal at Follansbee, West Virginia, to serve Wheeling Steel Co. A pipeline from the terminal crosses an Ohio River bridge into the Wheeling mill at Steubenville, Ohio. This is a 30 million gallon a year customer.

All of Allied's large fueloil accounts are on long-term contracts, running at least five years. Of course not all industrial accounts are served by direct water terminal connections, with about 75 million gallons of residual each year being delivered by transport trucks, hauling from the water terminals.

Of Allied's total volume of 350 million gallons of fueloil about 85% is industrial business and 80% is residual fuel. Only about 15% or approximaetly 50 million gallons is distillate fuel for domestic purposes.

One significant step in Allied's success in the industrial market has been the sending of top level engineers into the steel mills to study the operations and make recommendations on additional uses for fueloil. These engineers also work with the steel mill executives and together they develop exact specifications in the fueloil to best serve the defined need. Once a dependable supply is established for a closely defined product, it is difficult for competition to take away business on a spot basis. Rex Blazer, Allied's new president, has been largely responsible for establishing these sales relationships of recent years.

Ashland markets most of its products in the general Ohio River area from Pittsburgh to Evansville, working inland about a hundred miles in each direction. Its fifteen river terminals get their oil by barge, and then transport trucks work out of these terminals serving the adjacent areas. Of Ashland's total gallonage prior to the merger with Allied

(*Continued on page 112*)

Oil Heat Angles for Furnace Men

Warm Air Furnaces Can Depend on Oil Firing for Top Results

by
J. W. Schulz

FIFTEEN TO 20 YEARS ago, the up-and-coming manufacturer of indirect water heaters broke out with the news that certain home owners were lucky. They were lucky to have oilburners and boiler-radiator heating plants, the sales story went, for this combination paved the way to oil-powered summer-winter hot water. All they needed yet was the relatively inexpensive year-round hook-up which included the indirect water heater, the hot water storage tank generally used at that time, a control layout for summer use, and for hot water heating systems some equipment for controlling the flow of hot water from the boiler to the radiators. According to this manufacturer of indirect water heaters, the home owners who held the tickets to this type of maximum enjoyment of oilburner benefits were indeed the luckiest home owners in the world.

More recently, another kind of home owner luck has turned up and affected comfort and health in a few hundred thousand homes.

This newer kind of luck was needed by those home owners who, inclined to use furnace-duct type heating systems, desired particularly to gain all the benefits of forced-circulation systems. Wearied of the shortcomings too-often present in gravity circulation systems as they were applied to typical homes, these home owners were lucky that they could turn to oilburners which in many cities must be used to gain the benefits of low fuel bills, fully automatic heating, and the latest type of forced-air or winter air-conditioning heating.

Hundreds of thousands of home owners are lucky today because they could install the oilburners needed to bring out for them all the advantages of the latest in forced-air, furnace-duct systems. The manually or automatically-fed solid fuel arrangements just do not bring out the best in forced-air furnace systems the way oilburners do. Gaseous fuels, available in certain areas and even there too often far more expensive than suits the requirements of typical home owners, are as a matter of fact used in relatively fewer homes. It has taken oil-firing and oilburners to introduce forced-air heat at its best to Mr. John Jones, the typical owner of a modern American home. Today, a birdseye view of warm-air heating at its most modern best includes a generous portion of the behavior details of oilburners, oil flames, and electrical controls of the oilburner type.

Dealer Attitudes

Contractors and distributors interested mainly in furnace-duct type heating have in some instances lagged behind home owners in realizing and acting on the fact that oil heating has become a main factor in modern forced-air heating. This fact has been a factor of fear and apprehension in the minds of some of these men, particularly some who up to now have been poorly informed on oil heating technicalities and therefore fearful that the oilburners might too rapidly move into their businesses. It is true that oilburner experiences might prove costly to a man who is expert in furnaces, ducts, and sheetmetal work but ignorant in the field of oil heating. A man can't be blamed for being fearful of sailing seas which are for him uncharted.

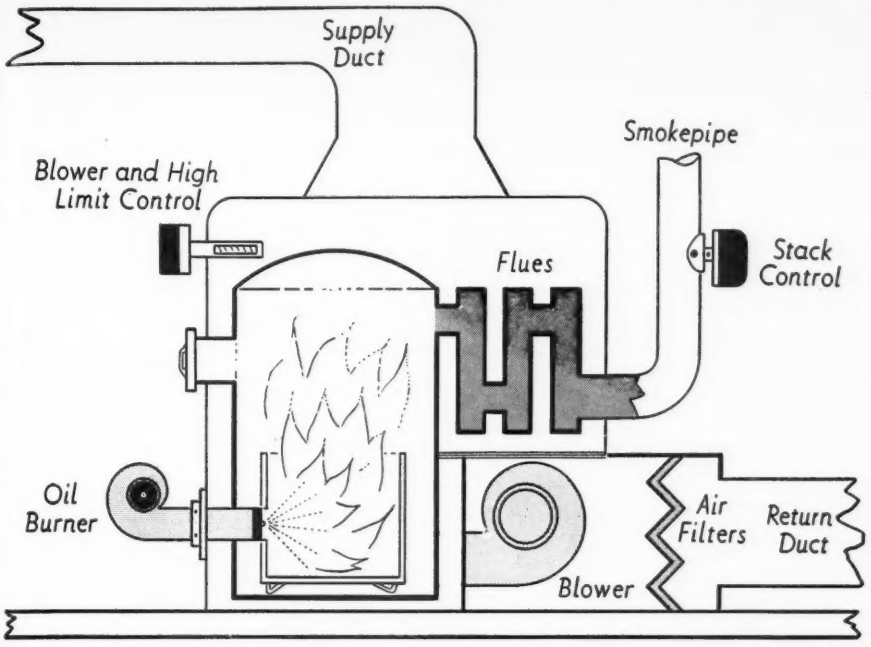
One distributor of heating equipment, located in a city where furnace-type heating has been the most popular type since central heating systems were first installed, specialized for 30 years in this type of heating. He liked things the way they were when coal was used in all the furnaces he sold. Only with reluctance and fear did he add oilburners and oil-furnaces to his line about four years ago. Proving that his fears of this had been well founded, oilburners seemed to take over his business at once. He complained about this as he had expected he would, as burners were new and strange to him and his ignorance of them made him fear and dislike them. He dreaded most the technicalities related to burner installation and service work. The news that came in about service trouble on the different jobs made him fearful of losing his profits and even his business. The sight of a returned sick motor, control, or fuel unit made him sick too. Word that a contractor wanted to speak with him about help on an ailing burner installation made him yearn to retire to some small island in the Pacific.

But in the long run things did not work out poorly for him, this heating equipment distributor announces after four years of handling oilburner equipment. His profits, he announces, are three times greater than they would have been without the help of oil heating. His message to others is that they should do the thing differently than he did it; they should strive to become fully familiar with the oil heating field before they dive head over heels into it. Instead of acting as though burner technicalities, particularly service angles, can be ignored by an executive properly determined to ignore them, others should become familiar with these things beforehand if possible.

Oilfiring Problems

Furnace-duct systems fired by the exceedingly popular pressure burners have, it is true, certain distinctive troubles. If you can avoid these troubles, you can avoid excessive service costs. Certainly you can take steps to minimize these troubles. Minimizing may have to be enough to suit you; you may have to be pleased to have about one-third the trouble and service expense faced by your more carefree, less cautious competitors.

It is impossible to list in order of importance the service difficulties of furnace-duct systems fired by pressure burners. For one thing, different makes of equipment give different most important troubles. For another, different equipment dealers succeed differently in solving the most important service problems they face. Order of importance not being a factor, then, the service difficulties related to plugging of something or other



are listed first. The big point is that the equipment dealer who takes steps beforehand to avoid these common service difficulties will gain tremendously.

Trouble Sources

1. Plugged air filters—Plugging of the air filters, simple in itself and avoided easily, causes many service calls. This plugging has nothing to do with oilburner shortcomings, yet causes complaints about the oilburner's behavior. The owner complains about insufficient heat from the burner, excessive oil consumption, or excessive running of the burner on coldest days. With installation and service men, as well as every home owner involved, well educated in the need to give the filters proper attention, filter plugging need not be a cause of service calls. Make certain to list these points for every home owner: (a) Particularly in new homes, it may be necessary to install new air filters, or clean filters which can be cleaned, as often as four or five times a heating season; (b) The filters should be inspected every 30 days until the owner's experience proves definitely that such frequent inspection is unnecessary; (c) A filter needs attention, cleaning or replacing to match the type of filter, when about one-third of its area appears to be so tightly plugged as to block air-flow completely; (d) Remove all the filters rather than to operate the heating plant using filters which are plugged sufficiently to interfere with proper heating; (e) Best practice for home owners who tend to their own throw-away type filters is to try to keep a spare set of filters on hand at all times. This is a fuel-conservation measure because failure to replace plugged filters at once wastes fuel in addition to leading to other troubles.

2. Plugged fueloil strainers or filters—Wise burner dealers equip all their installations with highly effective oil filters or strainers. These are used in addition to the oil strainers in the fuel units of the burners, and are installed in the oil lines by the dealers. This practice reduces the need to clean frequently the difficult-to-clean strainers in certain fuel units, and makes for better, more dependable burner operation. It definitely reduces the number of service calls. Still, strainers and filters plug and cause service calls when not given proper attention. The wisest dealers avoid excessive service calls caused by oil filter and strainer plugging, first, by installing extra filters or strainers of design and size which require infrequent attention to prevent plugging, and second by instructing service men and home owners regarding the need for proper periodical attention to the filters and strainers. The dealer should know, and should pass on the information, about his filters usually needing attention every year, every two years, etc. If with the particular oil being used a strainer or filter needs attention once a year to prevent trouble, by all means make certain the burner owner is informed on this! Take care of the problem of spare cartridges or fillers for throw-away type filters. Certainly the service men should carry plenty of spares. Consider following the practice of certain conservative burner dealers and advising the burner owners to keep a spare on hand ready for the service man. Be ready to handle the problem of the mechanically-apt burner owner who, anxious to do everything he can for his burner, wants to tend to strainer cleaning or filter switching. If you decide to countenance this and work with him on it, you'll have to give him an education that includes the know-how of air-ridding the fuel unit.

3. Plugged oilburner nozzles—In recent years, much has appeared in FUEL-OIL & OIL HEAT on steps to avoid excessive plugging of low gph nozzles. Briefly, (a) Take the precautionary step of equipping every installation with an extra strainer or filter which you know is highly effective for warding off plugged nozzle trouble; (b) Aim to use nozzles of designs which have minimum tendencies to plug; (c) Having to handle an epidemic of nozzle plugging, keep records to try to ascertain if any certain local oil company is delivering oil that causes the epidemic.

4. Ignition failure trouble—With modern pressure burners, ignition failure comes mainly of adjusting the spark points improperly. The spark points are too close to or too far from the oil spray, or are too close together or (more often) are too far apart. If you have this trouble, first make certain that your service men know by heart and are following to the letter the instructions on spark point setting given in the installation and service manual that applies to the particular burner model, and next ask for help from the manufacturer of the burner.

5. Burner stops "on safety"—This has to do with the owner finding the house cold, the burner out of order, and being able to obtain heat simply by re-setting the button or lever of the safety control panel. The cause is frequently difficult to locate, as the trouble often occurs only several times a heating season and never with the service man on the job looking for the reason behind it. Either the burner acted up in some way and the safety control system did the right thing in stopping the burner "on safety," or the safety control panel, needlessly sensitive or perhaps defective, stopped the

burner when it should not have. The trouble is, then, either in the burner or in the safety control panel, and it's up to the service man to decide which is to blame. Be on the lookout for low voltage; the house voltage being low infrequently and for short periods can cause this trouble. Check for positive ignition that will light the oil properly even with the voltage slightly below what it should be. You may have to try on the job a control panel you know is 100% healthy to rule out possibilities that at times the owner's panel acts up a bit. Proper installation of the safety controls, for example a control mounted on the smokepipe, is extremely important. To be able to lick this trouble quickly, a service man should know the control panel backwards and forwards and be able to make the on-the-job tests which prove it healthy or unhealthy.

6. *Starting or stopping pulsation*—If low chimney draft is not to blame, the design or the particular furnace or oilburner may be the important factor. Therefore first get the complete draft story of the installation by thorough use of a draft gauge, then get all the help you can from the manufacturers of the furnace and the oilburner. Again, in recent years there's been much in FUELOIL & OIL HEAT on starting and stopping pulsation.

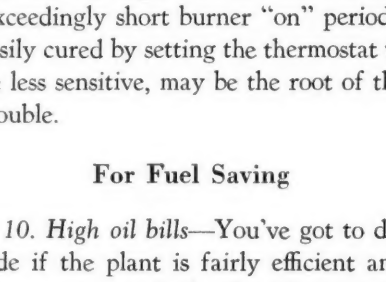
7. *Flame noise with burner running*—As on starting and stopping pulsation, many articles and short items have been written on excessive flame noise with the burner running. It helps to try all the adjustments which alter the positions of the air-handling parts in the gun tube of the burner, and to try out perhaps half a dozen different atomizing nozzles. Combustion chamber design may be to blame for flame noise; excessive draft or air leaks can cause it. One dealer says he gets quieter burning by using atomizing pressure lower than usual, while another declares that the burners he handles give quietest flames with 125 or 135 lbs. atomizing pressure. To cure the trouble, many service men switch to flames much smaller than usually are used. One man new at using this idea says he's only just learned that very small flames heat typical homes as well as the larger flames he's used for years.

8. *Excessive chimney smoke*—Don't fail to use combustion instruments in curing chimney smoke, and make certain you can get clean-burning at 12% or so CO_2, then adjust for 9% to 10% CO_2. That's the advice of one dealer who has licked completely the considerable trouble he's had in the past about smoking. The catch is, of course, that this provides an easy out only where the smoke was caused by the service men's adjusting the burners to start out for overly high CO_2; if the installation has defects or shortcomings that prevent obtaining 12% CO_2 with no chimney smoke, these must be diagnosed and ended.

9. *Excessive soot in furnace flues*—Related to failure of the burner to give high CO_2 with no smoke, or to the service man's aiming for higher CO_2 than gives clean-enough combustion, this trouble occurs also more often with highly efficient furnaces that give exceptionally low stack temperatures. A full set of combustion testing instruments, including a smoke-checking device, is properly used by experts to end this trouble. Exceedingly short burner "on" periods, easily cured by setting the thermostat to be less sensitive, may be the root of the trouble.

For Fuel Saving

10. *High oil bills*—You've got to decide if the plant is fairly efficient and the owner just thinks the oil consumption is high, or if the oil consumption really is high for the particular house. That calls for good use of your combustion testing instruments to evaluate the stack loss and for the best judgment you can muster. The wisest dealers, anxious to protect their reputations, aim to install the ample-size, well-designed equipment that gives high CO_2 readings together with exceptionally low stack temperatures. It helps to warn a prospective burner buyer beforehand that he has a house exceedingly hard to heat, where this is the case, and to recommend that he install rock wool insulation or take any other steps needed to bring the heat losses of the house down to a level reasonable for the size of the house. Overheating continues to be an important reason for complaints about high oil bills. In certain instances, you can lower the oil consumption by setting the high limit control about 50° lower than usual, or by selling the owner a clock thermostat to save fuel at night. Whatever the reason for a strenuous complaint about high oil consumption, it is exceedingly important that the owner be visited and talked with in detail. One dealer says that half the home owners who complain to him on this score just don't like to pay for the fueloil they use, and after half an hour's serious and considerate talking are just about ready to admit this.



"Then why don't you take the hash? It has the $2. steak, $1.50 chops, $1.40 ham and $1.60 pork in it- all for 85¢!"

Oil the Main Topic

For the men handling furnace-duct equipment which is oil-fired, many problems must be settled regarding duct-sizing, sheetmetal design and construction, air-flow and cfm, and structural features. There's lively talk in many circles about whether or not return registers should be used on the second stories of moderate-priced five or six room homes with bedrooms upstairs, for example, and talk about proper design temperatures for the furnaces. But where oil is the fuel that gives the sales lift to furnace-duct heating, the furnace-duct enthusiasts talk mostly in terms of oil heating problems today. When the job quality is ace-high and there are no service calls, excellent oilburner work can be given the credit. Where excessive service calls from owners of furnace plants is the big problem, poor oilburner installation work or service work invariably is involved. To do well at furnace-duct heating today, a contractor in an oil-minded city simply must do well at handling oil heating and oilburner problems. You simply do not find a burner-smart contractor coupling an excellent oilburner installation to a shoddy furnace-duct setup. Where a contractor obtains the tops in oilburner dependability, quietness, and economy, he never fails to produce a pleased equipment owner.

Introduction to Selling

Suggestions for the Initial Training of the New Salesman

by

Ray Horan

SOME TIME AGO somebody defined specialty selling as the art of selling a person something he doesn't want. W. A. Matheson, with his ability for exact expression, says it much more accurately in his excellent book, *The Selling Man*, when he defines a specialty sale as "inducing an action on the part of another person which that person had not expected or intended."

Both these definitions may sound a little callous and hard-boiled until we reflect that specialty selling has given us most of the things that we count as an advance in our way of life. Nobody wanted an automobile until its advantages were sold, and its performance was proven. Nobody shopped for the first radio. Nobody "expected or intended" to buy the first showerbath or the first aluminum dishpan. Some specialty salesman put forth the necessary effort to induce some hardy soul to deviate from his past way of living and venture on a purchase so "unexpected and unintended" that he may have been the butt of neighborhood jokes.

The sale of a piece of oilheating equipment always has been—and still is—a specialty sale. The fact that some thousands of customers lined up on dealers' books for installations in 1947 does not refute the statement. In fact, it is proof that some specialty salesman had done a good selling job at some time in the past. Unfortunately, most of the people who were sold now have their installations, and at present we are faced with the necessity of talking to some more people. It is as simple as that.

We are concerned in this series of articles with finding and training men to tell the story of oilheat—specialty salesmen. We want a lot of specialty salesmen telling the story of superior comfort, convenience and economy with oilheat, but every manufacturer and dealer wants more. He wants these salesmen telling the story of his particular equipment. This, obviously, requires special training that cannot be covered here for each individual oilburner and unit, but there are some general requirements that every salesman must have before he is turned out on the public.

Probably no other specialty salesman has to have the fund of technical and semi-technical knowledge the oilburner salesman must have. An electric refrigerator can be sold without a thorough knowldege of the chemical characteristics of the refrigerant used, or without the ability to explain the refrigeration cycle, but no oilburner salesman would be allowed on the street without the ability to measure radiation or estimate heat loss. The oilheating salesman must use more technical knowledge to qualify a prospect than most specialty men need to make a sale. For these reasons training always has been a major problem in this industry. The better the man is trained, the more successful he is likely to be—and the more desirable he is to competitors.

Initial Training Is Technical

Training for salesmen breaks down roughly into two parts. There is the initial training which consists of general knowledge of the industry and the product, and the advanced or psychological knowledge of selling which is taught continuously by every good salesmanager. There is no sharp line between the two types of training, but in general the initial training is technical and the advanced is in the art of selling.

The initial training period usually consumes from one to two weeks, though many firms will not allow a new salesman to talk to a prospect until he has had much more ground work than that. The period consists mainly of lectures and study, and every man should keep a notebook on the course for review and future reference.

It is not necessary here to write more than an outline of the subjects to be covered, since this basic training material is known to most present members of the industry. A detailed account of the lectures would be too elementary to publish for experienced oilheating men, but it is necessary as a background for the beginner in this industry.

Lectures should cover the history of heating briefly from the fire place to the Franklin stove to the baseburner, and on to the jacketed stove in the basement which became the pipeless furnace, the first attempt at present day central heating. The story of the evolution should continue to the gravity warm air system with ducts, and the forced air system, which with the addition of humidifiers, filters and continuous circulation has become the present winter air conditioning system.

Develop Theme Logically

The story of radiator heating systems might start with the substitution of the hot radiator for the hot stove in the living space, continue with an explanation of the one-pipe steam system, the two-pipe steam system, vacuum-vapor systems, vented systems, and the claimed advantages of each as well as the problems they present. Hot water systems should be covered from the open gravity system through to modern closed forced water systems. In the story of wet heat there must be a section on radiators and convectors, including the baseboard units that recently have become popular.

This discussion of radiation leads logically into radiant heating with its relatively large, lower temperature panels warmed by any of the central plants already covered. This section should cover wall and ceiling panels as well as baseboard and floor heating. Your new salesman is going to encounter these new types of heating more and more, and he must understand them and the problems they present.

Split and indirect systems, using both a boiler and the forced warm air distribution system, should be covered, and the uses and advantages explained.

The lecture on fuels probably should open with an explanation of the British thermal unit as an accepted measure of heat. There should follow a discus-

sion of the heat values of various coals, manufactured, natural and mixed gas with special emphasis on the type of gas supplied locally, and the heating values of burning oils and their uses. The man should be taught to figure cost comparisons between the fuels at existing heating values and prices in his territory. Particular attention should be given to figuring gas costs using the sliding scale of gas prices according to quantity used which is prevalent in most areas.

Since the man is going to meet competition from other oilburner dealers and other makes of burners, he must know the various ways in which oil is burned—or prepared for burning: high pressure, low pressure, rotary atomizing, rotary vaporizing, and vaporizing. The burners using these methods of preparing oil should be explained and names of local competition using the various principles should be given to identify and personalize the methods.

Discuss Entire Installation

There should follow a discussion of the whole installation; sizes and methods of installing tanks, combustion chambers, electrical wiring and controls. This is not given in the detail calculated to make a serviceman of the new man, but only to give him a picture of the parts of an installation and their functions.

Such accessories as plain and specialized controls, clock thermostats, motorized valves, indirect water heaters of the tank heating and tankless types, draft controls, outdoor weather-watching controls and fill signals must be explained and their functions outlined.

It is about at this point the man should be taught to make a survey. Probably no other single piece of information in his initial training has more potentialities for business than this survey, but it is hard to explain to a new man all the points he should look for in making it. Outwardly it consists of getting the prospect's name and address, type of heating plant, name and model number of the furnace or boiler, and measuring the house for its estimated heat loss, or its standing radiation. Every true salesman knows that this opportunity to inspect the house and the family offers greater opportunities to really know them than at any other time. However, it is enough at this stage of the man's training to teach him to measure the house accurately and get all the technical information his form requires. The imagination and sales technique that makes the survey opportunity valuable should be handled in greater detail in his advanced training.

The final stage of the initial training period should be concerned with the particular burners and units the man will sell. All their features should be taught in detail, and all the generalizations in the past should point up to prove he has the only really good burner on the market. Without this sincere feeling he never will have the conviction and enthusiasm essential to a good salesman. His equipment should perform every essential function he has learned in the last week or ten days, and he should be shown the reasons why.

Also at this time he should be taught to fill out the order form, and taught to get the essential information well in mind before he starts to make the order. He must know how to handle financing and time paper, and know the use of notes in lieu of cash payments.

As stated before, no attempt has been made here to write a complete initial training course, but only to suggest a course of procedure, and remind the salesmanager of some of the things a new man must know that the rest of us take for granted. Individual salesmanagers and sales training men will take up the subjects in different order, or treat them in ways not suggested in the outline above. There is no quarrel with this. We do not want to imply that individual training presentations must follow our outline, but only remind the trainer of the things the new man must know.

Again, we repeat, probably no other specialty salesman has to be so conversant with so much intricate technical knowledge as the oilburner salesman. His training, therefore, necessarily must be more complete than that of a vacuum cleaner salesman, a brush salesman, or the man selling storm windows. Such training costs money, and only the men selected carefully and qualified as to their probable success are worth the time and expense of training. And only a well trained man should be allowed to talk to any prospect.

Predicts Only Slight Decline In Building Expenditures

EXPENDITURES for new construction this year are expected to decline only slightly as compared with 1948, according to a revised forecast by the Producers' Council, Washington 5, D. C., national organization of building products manufacturers. An anticipated increase of 22% in publicly financed projects is cited as a prime reason, with Charles M. Mortensen, Council executive secretary, explaining that the value of privately financed construction, on the other hand, "is estimated at about 9% less than last year." Total value of new construction is forecast at 18.4 billion, of which 72% would be financed privately.

Every major category of private building is expected to decline, except warehouse, office, utility and institutional construction, estimates indicating a 17% drop in stores, restaurants and garages. Increases are anticipated in every important type of public construction, except military and naval, the major gain in dollars being expected in school construction, where a 50% increase is forecast.

Although the Council forecasts a total for the year lower in dollars, an actual gain in the amount of physical construction is foreseen because building costs during 1949 probably will be lower.

Gas Industry Ups Heavy Oil Use for Oil Gas Production

EASIER SUPPLY of residual oils has spurred the gas industry to development of processes to make high Btu gas from heavy fueloils. More than 30 gas utilities have installed or are negotiating contracts for flexible, low cost oil processes to help meet peak load demands.

The flexibility of the new Hall High Btu oil gas process has recommended its use to meet a wide variety of applications. Thermal capacities of existing plants can be nearly doubled. Through production of gas with higher Btu value the distribution capacity can be greatly increased. Gas utilities in areas awaiting the advent of natural gas have found the production of High Btu oil gas to be an ideal means of economically meeting peak loads until they are served with natural gas.

Announcing a NEW

DETROIT CERTIFIED CONTROL

CRC-251
FLAME-MODULATOR
For oil burning space heaters and floor furnaces
• COMPLETELY AUTOMATIC
• NO ELECTRICAL CONNECTIONS
• NO INSTALLATION PROBLEMS
• CONTROLS TEMPERATURE by Regulating Fuel Flow

A REVOLUTIONARY NEW DEVELOPMENT

New Profits For You — New Automatic Comfort For Your Customers

Now, for the first time, your customers can have all the advantages of fully automatic temperature control with oil burning space heaters and floor furnaces—*at the lowest cost on the market.* The new DETROIT CRC-251 Flame-Modulator is the answer! Completely mechanical in operation, it provides a wide range of temperature adjustment, controlling room heat by regulating fuel flow without electricity. Furthermore, there are no added installation problems because the Flame-Modulator is installed at the factory.

When you place your order, insist that the manufacturer you buy from includes the Flame-Modulator in his line of oil heaters. In this way, you can be sure you are getting the very best, for, like all DETROIT Controls, the Flame-Modulator is Certified. It's another great first for DETROIT bringing new, economical comfort for your customers, and new profits for you!

Look for this Certificate — only Authorized DETROIT *Wholesalers sell Certified Controls.*

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fuel oil & oil heat

Larger Tank Economies

550 Gallon Size Can Save a Cent a Gallon Over 275's

by

H. M. Spade*

THE OILHEATING INDUSTRY has a problem that is becoming more significant each season as the industry grows in importance to the overall petroleum pattern. It's not to be lightly dismissed. The problem is lack of sufficient consumer storage . . . too many small tanks.

On several points it is difficult to criticize the dealer who installs a 275 gallon tank or the customer who purchases one with a new installation. At least this way the dealer makes a sale and the buyer becomes a fueloil customer. Maybe the dealer hesitates to ask for more money or the customer believes he can't pay it. But this article will attempt to show briefly, why every dealer should press for the use of larger storage wherever possible and what can be done to make both old and new fueloil users willing to invest more money for larger tanks.

From the dealer's standpoint the benefits are very important. Although we all know with fair accuracy what our delivery costs are per gallon at the end of a year or a quarter, few seem to have these broken down on the basis of gallons delivered per stop. We recently completed a preliminary study on this to determine what the direct delivery expenses were for different size drops, with the results shown in Chart A. Items of direct expense included: driver's wages with overtime, paid holidays and other fringe benefits—truck operation including gas, oil, insurance, depreciation, garage rent and all repairs on a yearly average per mile basis.

The actual costs will not be the same for every dealer and the gallons delivered per mile will change the figures somewhat, but the ratio of costs to gallons delivered per stop should be about the same for anyone using 2000 gallon trucks as we do. Roughly speaking, the delivery cost per gallon on a 200 gallon drop is about double the cost to deliver 400 gallons, nearly 300% more than for 800 gallons and approximately 500% more than for a full truck load dump of 2000 gallons. Indirect delivery costs to cover degree day computations, dispatching, billing, etc. are the same for every drop regardless of size, but these services cost about five times as much to render to a customer with a 275 gallon tank using 2000 gallons per year as they do for a customer with a 1000 gallon tank who uses the same amount.

Another important factor is the amount of truck equipment required to deliver fuel to customers with various size storage. Chart B (on page 72) illustrates the number of our delivery stops made by tank size during the twelve months ending May 31, 1948.

Notice the high peak on 275's compared with the relatively flat curves for the larger tanks. Notice also what happened to deliveries on the large tanks following the big snow storm right after Christmas that season. Deliveries to 275's had to be continued regardless of road conditions whereas deliveries to large tanks which normally would have continued high through January and February, were reduced substantially because we were able to work on the greater reserve these customers had in their tanks. Of course, this was offset by the fact that we made more deliveries to large tanks during March, April and May than would otherwise have been the case. In fact, all these figures were distorted from normal because of the snow storm. But regardless of unusual conditions, it's easy to see that we need a lot of extra truck equipment in order to handle the much greater volume of deliveries to small tanks during December, January and February. It seems reasonable to assume that if half of our 275 gallon tank customers either added another 275 tank or replaced the existing tank with a 550 gallon, we could operate with probably a third fewer trucks or handle upwards of 50% more gallonage with our present equipment.

Although the percentage of 275 gallon tanks varies with each dealer, the average seems to run around 70%. On this basis, one truck in the 1500 to the 2000 gallon class will be required for each 300 customers. Subject, of course, to size and quality of equipment, the investment in trucks and truck overhead would be about $50.00 per customer. If this is broken down to reflect the equipment required to deliver oil to each customer, depending on size of tank, the investment would be higher for a 275 gallon account and lower on larger tanks. Since, in the final analysis, we are really in the trucking business, it is only

(Continued on page 72)

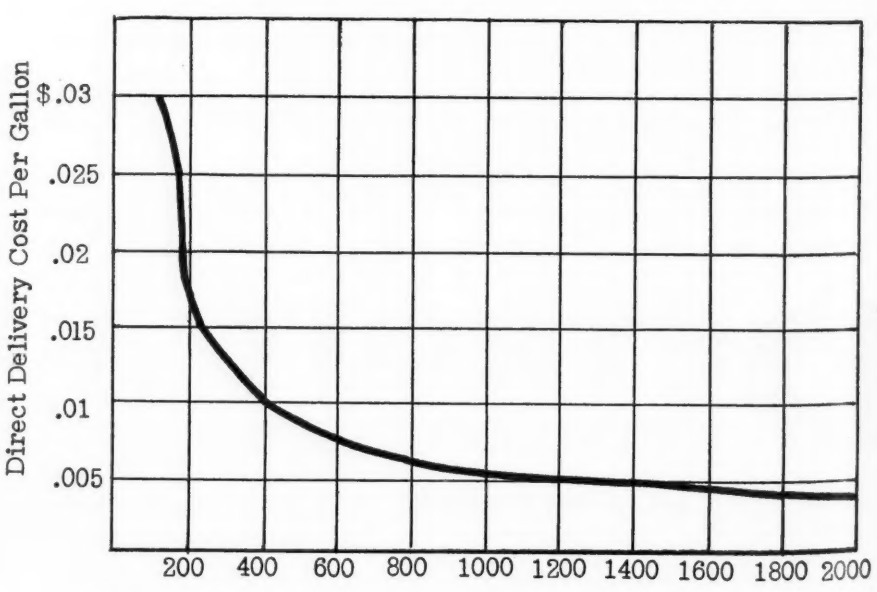


Chart A. *Direct delivery costs per gallon for different size drops.*

*Robison Oil Co., Hartsdale, N. Y.

DEALERS IN TEN CITIES REPORT

AVERAGE SALES INCREASE 8 times WITH THE

"INVADER"

New SILENT GLOW POPULAR PRICED OIL BURNER

CERTIFIED INSTALLATION

2 Standard Capacities: Offered in two standard capacities: small, 1.00 to 1.65 G. P. H. and large, 2.00 to 3.00 G. P. H. A size to meet every normal home heating requirement.

The report:

During a recent 90 day period dealers in ten leading cities compared their oil burner sales with a similar period in 1948.

Thanks to the INVADER, these dealers reported sales increases as high as 24 times the number of units.

SPRINGFIELD, MASS.	16
BOSTON, MASS.	2½
FALL RIVER, MASS.	11
HARTFORD, CONN.	5
BUFFALO, N. Y.	7
MILLBROOK, N. Y.	9
BROOKLYN, N. Y.	24
CHICAGO, ILL.	3
NEWARK, N. J.	2
PHILADELPHIA, PA.	4

Easiest TO SELL
TO SERVICE
TO BUY

BUILT TO COMMERCIAL STANDARD CS-75-42 SPECIFICATIONS

Westinghouse Motor, long-hour duty type, with manual reset overload protector.

●

Choice of M-H, Perfex or other standard controls.

●

Webster Fuel Unit, internal gear type.

●

Torrington sirocco type fan.

●

Burns 100% catalytic-cracked oil efficiently, cleanly, QUIETLY.

IMPORTANT MONEY-BACK GUARANTEE

"Your Money Back if this isn't the greatest oil burner value you've ever seen!"

Ross Sherman
President

This guarantee is backed by the A + A1 rating and reputation of The Silent Glow Oil Burner Corp., a pioneer and leading manufacturer in the oil heating field, with a quarter century background of experience.

GET ALL THE FACTS TODAY!

To: THE SILENT GLOW OIL BURNER CORP.

850 Windsor St., Hartford 5, Conn. • 1500 So. Western Ave., Chicago 8, Illinois

Send us the complete story about "Invader" including prices and your money-back guarantee.

Name_____

Company_____

Street_____

City_____ State_____

Advertising Campaigns Tell Story to the Consumer

INDICATING THAT DEALER associations and groups are aware of the value of promotional advertising campaigns, aimed at selling oilheat to the consumer, is the growing number of such efforts. Several associations already have concluded their current advertising and plan to resume after the summer months, while others are planning to continue their campaigns, but at a reduced rate, right through June, July and August and then step-up the intensity of their efforts during the approach to the heating season.

One major oil company, The Standard Oil Company of Ohio, began a program a month or two ago with an advertisement in all Ohio newspapers, emphasizing that fueloil is available and in plentiful supply. To stimulate and support sales activities of local burner dealers, a special Sohio-Heat advertisement was prepared to be inserted in local newspapers as outlined in these instructions to Division offices:

"We will publish this advertisement in any newspaper of your Division where two or more separate burner dealers, in conjunction with our advertisement, will publish separate advertisement for themselves totalling, together, 50 or more advertising inches."

As a tie-in, a box across the full width of the bottom of the advertisement read: "The (name of town) area is fortunate to have local oilburner dealers fully equipped to serve them. Call your local dealer, or call Standard Oil today. Oilheat is your best heat . . . and a Sohio-Heat contract is your best contract." In its headline the advertisement advised home owners, "NOW put in clean, automatic OILHEAT!" followed by copy extolling the merits of Sohio-Heat, featuring prominently a paragraph beginning "Plenty of Oil."

Standard is extending the offer until July 15 and revealed on June 17 that a total of 44 cooperative promotions had been arranged in nine cities, in addition to a special 4-page oil heat section in Dayton.

In Westchester County, N. Y., the Oil Trades Association is under way with its campaign, aimed specifically at gas users and prospects. Commencing on May 25, a series of four ads has been prepared to appear each Wednesday in local county newspapers until October 12. Three, four and five column copy, each to feature the theme that "Oilheating Costs You Less," is scheduled in the campaign.

One of the series features a graph to show annual heating costs during a normal heating season for homes with from 5 to 12 rooms. Cost figures, based on 550 Btu manufactured gas sold to consumers at house heating rates in Westchester County as of June 1 and No. 2 fueloil at 10¢ per 142,000 gallon, indicate clearly that fueloil is cheaper.

Another comprehensive program was conducted for the month ending June 4 by the Oil Heat Division of the Electrical Association of Philadelphia. The spring campaign was highlighted by a highly successful oilburner show, which ran for a week beginning May 16, and the use of radio advertising to supplement newspaper advertising. A series of small and medium-sized space was inserted in newspapers to advertise the oilburner show and explain the rules and regulations of a limerick contest, prizes for which were awarded in oilheating equipment or fueloil.

Three of the display advertisements employed during the campaign talked about "Oil, America's most popular fuel for fully-automatic heat!" pointed out that "No other home purchase can mean as much to all the family as a 1949 oilburner!" and promised "Plenty of Oil. Prompt delivery!" for all existing and new installations. Names of the members sponsoring the campaign appeared on each advertisement, with the slogan, "Oil Heat, the happy ending to furnace tending!" developed as the theme.

The foregoing are in addition to intelligent, constructive campaigns conducted and contemplated by other groups. Oil Heat Institute of Greater Washington (D. C.), as an example, ran a series of advertisements each week during April, one dealing with fueloil supply, another discussing new installations and others on conversions, replacements, safety angles and other subjects of interest to prospective purchasers of domestic oilheating equipment. Last reports indicated that the institutional advertising would continue through the summer at a slower pace.

Wisconsin Oil Heat Association, also, periodically has prepared advertisements for Milwaukee newspapers, featuring timely copy slanted at current problems. For instance, early in the series last fall fueloil users were assured that Wisconsin would receive its fair supply of oil, later advertisements urging users to increase fueloil capacity and better operating efficiency by having their equipment serviced and cleaned.

Other notable efforts include the six months campaign being conducted by the Oil-Heat Institute of Northern Ohio. Scheduled to conclude in September, the promotion is highlighted by insertions in Sunday editions of Cleveland newspapers, aimed at the consumer and home owner. During the month of March the Oil Heat Association of Maryland conducted a campaign and the Oil-Heat Institute of New England, which sponsors bi-annual oilburner shows, regularly furnishes mats and copy to dealers in particular cities, the cost of the advertising shared by participants.

Oil-Heat Institute of St. Louis has amassed a sizable advertising and promotion fund and is planning now to use it in a series of several campaigns in which oil companies operating in the area are expected to participate. The Northwest Petroleum Association and Upper Midwest Oil Burner Association, both Minneapolis, are one-third of the way to a goal of a $100,000 fund, to be used in a campaign. The group, as an initial effort, is sponsoring a two-day convention July 25 and 26, to include product displays by manufacturers and local distributors.

Finally, as a part of Oil-Heat Institute of America's public relations program, plans are being formulated for its Distribution Division to take an active part in assisting local groups in laying out and conducting local campaigns.

Shown *are samples of the advertisements that have been or are being featured in local campaigns.*

No other home purchase can mean as much to all

A 1949 OIL BURN

CLEAN, HEALTHFUL, ECONOMICAL AND

There *must* be a reason why more Americans have selected oil heat than any other method of automatic heat! That reason is because oil heat offers greater advantages than any other type assures dependable, efficient heating even in most severe weather.

Compare these advantages *yourself*

NEW EFFICIENCY!

Just set the thermostat and forget it. Heat will flow steadily to every room. A new 1949 oil burner . . . in a conver for your present furnace or a compl boiler burner unit . offers new developments for peak dependa

PLENTY OF OIL!

Over $100,000,000.00 in this area on oil facili will be ample oil on h increases in storag doubly certain that can't deprive you of oil

OIL HEAT THE HAPPY ENDING TO FURNACE

THE STORY IN A NUTSHELL

Oil Heating Costs you Less!!

YOU DON'T HAVE TO BE AN EXPERT

OIL HEATING COSTS YOU LESS

WHY THROW AWAY YOUR MONEY—

GET THE FACTS TODAY

OIL

erica's most fuel for atic

PLENTY OF OIL!

More than one hundred million dollars is now being spent in Philadelphia for new facilities to assure a plentiful oil supply. Regardless of how bad the winter—the oil will be here

PROMPT OIL DELIVERY!

Storage facilities throughout the area have been increased by millions of gallons. And whole fleets of new post-war tank trucks will assure steady delivery under carefree 'weather control

IS YOUR FAMILY ENJOYING HEALTHFUL, AUTOMATIC OIL HEAT?

Plenty of warmth at the click of the thermostat. Yes, every room in the house will stay comfortable in any weather—with no effort on your part. See the new 1949 oil burners today!

SPONSORED BY:

ATLANTIC REFINING CO. 260 S. Broad Street
AUTOMATIC HEAT, INC. 4747 N. Broad Street
JOHN A. CONNELLY CO. 4368 N. Broad Street
A. E. DAMIGEAU CO., INC. 1317 N. Broad Street
ELLIOTT-LEWIS 18th & Hamilton
FEDERAL OIL SU 2630 Walnut Stre
S. S. PRETZ, JR., INC. 1900 Chestnut Str
GULF OIL CORPO 1310 Locust Stree

SPONSORED BY:

CITY-LEWIS CORPORATION 18 Hamilton Streets
RAL OIL BURNER CO., INC. Walnut Street
PRETZ, JR., INC. Chestnut Street
OIL CORPORATION Locust Street
F. C. HAAS CO., INC. 3100 Chestnut Street
SUB HARVEY OF PA., INC. 715 S. 50th Street
MAJOR OIL BURNER CO. 3125 N. Broad Street
MODERN HEAT & FUEL CO. 6415 Chestnut Street
NATIONAL AIRON BURNER CO 1084 E. Sedgley Avenue
PEARCE-PHILIPS, INC. 437 N. 5th Street
PETROL CORPORATION SUBSIDIARY CITIES SERVICE OIL CO. 3012 Chestnut Street
QUAKER CITY TANK CO Reed & E. Tioga Streets
EDWARD E. TABOR CO. 4710 Baxter Street
SEARS, ROEBUCK & CO. North Rossmont Boulevard
WRIGHT & WRIGHT 2601 N. Broad Street

MEMBERS OF OIL HEAT DIVISION

The ELECTRICAL AS

ASSOC TION of Philadelphia

D SANSOM

se 6-7771

NOW put in clean, automatic OIL HEAT!

"So clean, comfortable and convenient it makes housekeeping easy!"

"And a Sohio-Heat contract assures me top notch service . . . all the oil I need!"

o you Know FULLY AUTOMAT

Oil Hea

IS THE BES and COSTS YOU L

It's a proven fact — for highest standard modern li ... THE CHOICE IS OIL HEAT! Economical, clean ... that's why oil heat is the insted ... families as indicated by recent su ... Chester Oil Trade Association ... and cost you less

PLENTY OF OIL . . . PROMPT DELIVERY

Summertime . . . means

NOW IS THE TIME . . .

TO EQUIP YOUR HOME WITH CLEAN, EFFICIENT OIL-HEAT

TAKE ADVANTAGE OF WARM WEATHER TO PREPARE FOR NEXT WINTER!

WHY deny yourself the convenience and enjoyment of OIL-HEAT any longer! OIL-HEAT is not expensive.

CHECK THESE FIGURES, YOU WILL FIND HOW ECONOMICAL OIL-HEAT REALLY IS:

COAL		OIL		GAS*	
Grade of Coal	Price Per Ton	Equivalent Gallons	At 12.2c Per Gal.	Equivalent Therms	*
ANTHRACITE	$21.85	153	$20.85	214	$20.35
POCAHONTAS	10.00	144.5	19.35	201	27.45
COKE	10.30	108	21.01	151	20.15

Figures based on tables at University of Illinois bulletin "Fuels and Burners." Index No. 03.5, which takes into consideration the useable BTU's available from each ton of coal, gallon of oil, and cubic foot of gas, each fuel being burned in a heating system designed for that particular fuel.

*Gas prices are based on current Milwaukee Metropolitan area monthly rates for space heating purposes. COAL and OIL are based on current Milwaukee prices.

AND . . . new FHA regulations make it possible for a home owner to have an oil burner installed in his central heating plant with no down payment.

BUT to thoroughly enjoy the finest in CLEAN, ECONOMICAL, AUTOMATIC OIL-HEAT it's very important that you have your oil burning equipment installed by an expert.

WHY OIL-HEAT IS BEST FOR YOUR HOME:

IT IS thoroughly automatic. You enjoy constant temperatures—"just the way you like it"—with fingertip thermostat control.

IT IS clean—no ash carrying or stoking.

IT IS economical—burns fuel only when needed.

IT IS constant—there is plenty of "oil to burn."

IT IS available in attractive and efficiently designed heating units which save valuable space and add to appearance of basement recreation room.

IT IS truly automatic heat at its finest. Investigate its proven advantages NOW—consult a Wisconsin Oil-Heat Association member TODAY. You can rely upon his advice.

THESE EMBLEMS ARE YOUR PROTECTION

Any member of the Wisconsin Oil-Heat Association, Inc., are permitted to display these emblems. They are your assurance of prompt satisfaction and reliable, efficient service. Association members are pledged to Standards of Technical Efficiency and Fair Business Dealing with each customer. Whatever your oil heating problems, you are assured of prompt, efficient service wherever these emblems are displayed.

To Be Warm and Comfortable Next Winter Consult a Member Now!

WISCONSIN OIL-HEAT ASSOCIATION, INC.

422 North Water Street — Milwaukee 2, Wisconsin

est Heat • Check thes

MUCH ✓NEW, ECONOMICAL BU ARE AVAILABLE FOR OLD OR NEW. Whether you wa ... auto- ... vert *an old furnace*, Insta ... n't do ... plete new one, or use a sp ... relax, ... there are better, more ... enter- ... new oil burners for you ... from today than ever bef

CLEAN! ✓PLENTY OF OIL. ... sted oil ... furnace oil is especiall ... odorless ... home heating . . . read ... e room" ... minute you install oil h ... g instead ... contract says your supp

EALTHFUL! ... that bring ... thing of the ... comfortably ... — no chilling ... m when heat ... ated.

ECONOMICAL, WN. Automatic ficient heat . . . en you *need* it. ... is down!

Here's h

io-Heat

CHILLICO

local oil burner de

ur local dealer, or

and a Soh

FULLY AUTOMATIC

OIL HEAT IS THE BEST and Costs you Less!

It's a proven fact—for highest standard modern living at economy cost—THE CHOICE IS OIL HEAT! Economical, clean, safe, healthful and comfortable . . . that's why oil heat is the insisted-upon preference of many American families as indicated by recent surveys. Consult a local member of the Westchester Oil Trade Association on how oil heat will give you greater home comfort and cost you less.

SERVICE CONTRACTS

Available on LOW COST to every oil user. Don't leave dependable, trouble-free heating to chance. Westchester Oil Trade Association members offer Service Contracts designed to meet the needs of all types of oil burning equipment. Contracts cover complete maintenance, repair and replacement service. Call a Westchester Oil Trade Association member for full particulars, detailed explanation of the advantages, and assurance.

LIST OF MEMBERS

Bateman Fuel & Service, Inc.	533 So. Columbus Avenue, Mt. Vernon, N. Y.
Burrell Oil & Air Conditioning Corp.	216 Harrison Avenue, Harrison, N. Y.
Chotsworth Oil & Heating Co., Inc.	M.Y.H.S. & N. Freight Yard, Larchmont, N. Y.
Eastern Petroleum Products	Post 15, Road, Portchester, N. Y.
Eastchester Terminal Corporation	687 So. Columbus Avenue, Mt. Vernon, N. Y.
William J. Fee Coal Co.	15 South Third Avenue, Mt. Vernon, N. Y.
J. J. Foley Coal Co.	Virginia Road, White Plains, N. Y.
Charles J. Gevert & Co., Inc.	66 Harrison Avenue, White Plains, N. Y.
Gramatan Fuel & Supply Corp.	45 Sixth Avenue, Mamaroneck, N. Y.
Gunn Brothers Oil Co. Inc.	487 Mamaroneck Avenue, Mamaroneck, N. Y.
Hasselfield Fuel Corp.	67 East 1st Street Mt. Vernon, N. Y.
Hudson Fuel Company	49 Main Street Yonkers, N. Y.
Lincoln Oil Company, Inc.	248 South Columbus Avenue, Mt. Vernon, N. Y.
Manor Oil Company, Inc.	Railroad Avenue, Hastings, N. Y.
Merritt Oil Company	570-578 North High Street Mt. Vernon, N. Y.
Metropolitan Petroleum Corp.	Edison Avenue, Mount Vernon, N. Y.
Mitchell Oil Corporation	131 East Boston Post Rd. Mamaroneck, N. Y.
H. H. Park	215 Katonah Avenue Katonah, N. Y.
Pelham Coal & Oil Company	Sour Lane, Pelham Manor, N. Y.
Petroleum Heat & Power Co.	700 South Columbus Avenue, Mt. Vernon, N. Y.
E. Robinet, Inc.	108 East Hartsdale Avenue, Hartsdale, N. Y.
Robinet Fuel Co., Inc.	170 No. McKinley Parkway, Mt. Vernon, N. Y.
Roman Metal Body Co., Inc.	121-01 Hillside Avenue, Richmond Hill 18, N. Y.
New Rossel Fuel Oil Corp.	751 So. Columbus Avenue, Mt. Vernon, N. Y.
Royal Petroleum Corp.	420 Lexington Avenue, New York, N. Y.
Rye Coal & Supply Co., Inc.	99 Purchase Street, Rye, N. Y.
Scarsdale Fuel Supply Co.	Heathcote Road, Scarsdale, N. Y.
Sentinel Oil Co., Inc.	Evans Street, New Rochelle, N. Y.
Seaway-Hanover Oil Co., Inc.	Edison Avenue, Mount Vernon, N. Y.
Suburban Fuel Oil Service, Inc.	Canal Street, Mount Vernon, N. Y.
Thermal Equipment Corporation	300 East Third Street, Mt. Vernon, N. Y.
John C. Thomas	120 Horton Avenue, Portchester, N. Y.
Town & Country Oil Corp.	4299 Boston Post Road, Mt. Vernon, N. Y.
Walker Oil Products, Inc.	74 Bronxville Street, Yonkers, N. Y.
Westchester Service Oil Co.	91 Ludlow Street, Yonkers, N. Y.
A. B. Wolfe & Co.	69 Harris Street, Scarsdale, N. Y.

Have your oil heating installed by an oil heating specialist.

YOU CAN DEPEND UPON AN ASSOCIATION MEMBER

There is a Dealer in your Vicinity.

fueloil & oil heat

(Continued from page 68)

good sense to hold capital investment to a minimum and make more efficient use of each truck. Fewer trucks would mean fewer drivers with low driver costs and less expense for paid holidays, vacations and other benefits.

Robison Company's Tank Experience

For Period From June 1, 1947 to May 31, 1948

Tank Size	*275*	*550*	*1000 and Larger*
No. of tanks	1718	605	696
Percent of total tanks	57	20	23
No. delivery stops	22143	5396	4826
Percent of total stops	68.5	16.7	14.8
Percent of oil sold	44.8	18.6	36.6

The high percentage of small consumer tanks requires greater storage at dealer and deep water distribution plants. If the industry provides additional storage, the cost to do it will have to come from consumers. Our customers would be better off in the long run if we encourage and direct them to spend this money to provide more storage at the point of consumption which would enable us to operate more efficiently and thereby be able to reduce or hold retail prices low. On a gallonage basis it can be done cheaper at dealer and distribution terminals, but doing it this way won't relieve the problem of additional truck equipment to handle an ever increasing number of retail deliveries during the winter months. Neither will it reduce dealers delivery costs. Since consumers are going to have to pay a greater storage charge either directly or indirectly, they might better do it in the way that will pay greatest dividends.

Every burner installation doesn't necessarily justify a 550 gallon or larger tank. A good thumb rule to follow might be that every fueloil user provide enough storage for at least one third his annual requirements. Refineries have pointed out that fueloil production runs, quite consistently, at the rate of about 8% to 9% of annual production each month. During May, June, July and August approximately one third is produced and the problem today is to store this material from the end of one heating season to the beginning of the next.

All the discount and future billing plans in the world won't move this material if consumers have no place to put it. Moving it into consumer tanks while it is being produced during the off-consuming season would materially help our summer delivery lull, reduce excess stocks of distressed material during the late spring and summer months, and go a long way toward eliminating shortage problems resulting from insufficient storage wherever it might exist.

The benefits to our customers are equally obvious and important. Few people using, let's say 10 tons of coal per year, would think of building a one or two ton coal bin. Yet the comparison with a 275 tank is about the same. Except in times of short supply or when delivery conditions are bad, this amount is adequate, but only because fueloil dealers go to considerable trouble and expense to make it so. Of course, the amount of oil available for use isn't 275 gallons because after we deduct 15 gallons from tank capacity to avoid spills and another 10 or 15 gallons of unusable oil on the bottom, the tank, after it has been filled, has only 250 gallons available. From a delivery standpoint, another 50 gallons comes off for reserve so the customer is actually working on 200 gallons. The usual degree day tolerance of 60 gallons means that the consumer has to be run down to a three or four day supply, which all too often, creates hardships when deliveries are slowed because of bad road conditions.

Except for this "scare" factor, so long as fueloil is delivered at the same price, in any quantity, there is no reason why anybody should spend money for a larger tank. But, if as is entirely logical, we priced our delivery or trucking service at figures based on delivery costs, then the customer with a small tank would pay a premium price for small frequent deliveries and the customer with a large tank would be given a low delivered price which would reflect the difference in delivery expense. This is being done extensively in Westchester County today. The majority of dealers are working on a price schedule which establishes a differential of ½¢ per gallon on drops over and under 300 gallons. In comparison with the few dealers who are still work-

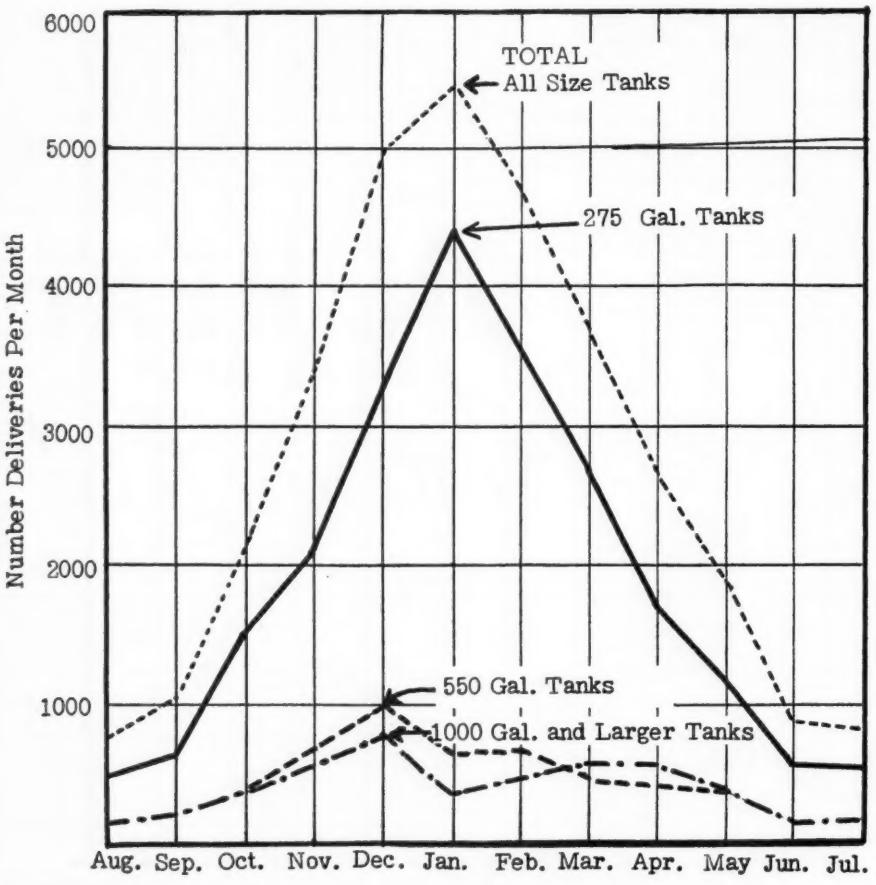


Chart B. *Number of delivery stops by tank size for twelve months, ending May 31, 1948.*

THE NEW WEBSTER ELECTRIC

Model 6T FUEL UNIT

Convert to Meet Your Requirements: SPECIFY MODEL "6T"

FEATURES

Instantaneous Cut-off

Self-Contained Extension Strainer

Increased Pump Capacity

Extension Strainer rated to 20 G.P.H.

The large tower strainer in the new model "6T" is self-contained and provides for a range of capacities up to 20 G.P.H. without an auxiliary strainer. It utilizes the standard concentric open end cylinder design that has proved so efficient on thousands of Webster Fuel Units.

Increased Pump Capacity

Gear face width and over-all length have been increased to provide greater capacity in the model "6T." The suction stage has a higher capacity than the pressure stage so that on long lines or with sub-gravity tanks the lines are emptied quickly even when small air leaks are present.

Instantaneous Cut-off

Nozzle pressure is cut off instantaneously by means of a magnetic release valve. Fuel flow stops immediately. There is no flutter, no smoke, no carbonization of nozzle tips and electrodes. Many manufacturers are converting Model 6T Fuel Units to secure this modern feature on large capacities.

In Canada, Webster Electric Fuel Units are made by Canadian Acme Screw & Gear Ltd., Toronto

WEBSTER RACINE **ELECTRIC** WISCONSIN

Established 1909

Export Dept.: 13 E. 40th Street, New York (16), N. Y. Cable Address "ARLAB" New York City

"Where Quality is a Responsibility and Fair Dealing an Obligation"

fueloil & oil heat

ing on a one price structure, the delivered price to 275 tanks is approximately 3/10¢ higher and deliveries to storage facilities which will accommodate 300 gallons or more is 2/10¢ less. From the cost chart it can be seen that the differential is equitable although it does not go far enough. In order to give full recognition to delivery cost factors, the spread should be close to a cent per gallon if the break point is 300 gallons. Carrying this method of pricing to a logical conclusion, there is every justification for establishing at least one more break point so that deliveries to 275 tanks would carry one price, deliveries to 550's another, and deliveries in excess of 800 gallons still another price which would then recognize the difference in delivery expense by size of tank and give the consumer who spends more money for more storage a fair return on his investment.

Our company initiated the 3/10¢ differential last December. Recently we increased it to ½¢ and even at these rather meager differences, we have been able to sell quite a number of additional 275 gallon tanks on existing installations and a satisfactory number of larger tanks to replace 275's which failed.

In our case, which no doubt is the same as with the majority of other dealers, at least 80% of the 275 tanks we are serving were installed before the war. Since the average life of these tanks appears to be between 10 and 15 years, the chances are pretty good that a lot of them are going to be replaced in the next few years. The cost to replace with another 275 today is at least $125.00. For another $125.00 to $150.00 we can install a 550 tank, and for an additional $100.00 a 1000 gallon tank. At a differential of ½¢ per gallon, the customer who uses 2000 gallons per year would save $10.00; 3000 gallons, $15.00; and 4000 gallons, $20.00. When consumption exceeds 2000 gallons per year, it is not difficult to convince most people that a larger tank is a good investment. Of course, the arguments are better where consumption is higher, but in any event, the life of an underground tank is such that even at smaller consumption rates the customer has a tank at the end of the pay-out period that will not have to be replaced again. In all probability, the reverse would be true if he installed another 275. With some enlargement on this explanation, we have been able to convert quite a few people to large tanks and believe that our continued efforts will be successful.

For years we had no answer for the customer with the large tank who wanted to know why he paid the same price as his neighbor with a 275, who required five or ten times as many deliveries in a year. Now we have an answer, and at ½¢ a gal. saving people are more receptive to the idea of larger tanks.

It is not possible to make a true comparison with last year, because at that time most of us were pushing large tanks, capitalizing on the oil shortage scare, and the buyers were receptive up until the fall months when the scare was over. But for what it's worth here is our comparison: In the first five months of 1948 before we had the half cent price differential about 40% of our new installations had 275 gallon tanks, the balance larger. In the same period of 1949 only 10% of our new installations used the small tanks and those were mostly in quite small homes.

QUIET-HEET
OUTSELLS ALL OTHER BURNERS
Because . . . . .

DOLLAR FOR DOLLAR
You Get More!

VALUE: World's lowest prices • Dependable and trouble-free operation • Easy low cost service • Precision-built and tested in the country's most modern, completely conveyorized plant.

QUALITY: Webster and Sundstrand pumps • General Electric and Delco motors • Minneapolis-Honeywell controls • Super Electric transformers • "I Beam" die cast aluminum housing properly stressed for vibrationless lifetime service • Expertly engineered • Smooth and lustrous finish

PROFIT: Rapid turnover brings quicker and more profits to the dealer carrying the QUIET-HEET line!

QUIET-HEET'S
Better Values Are
Your Best Salesmen!

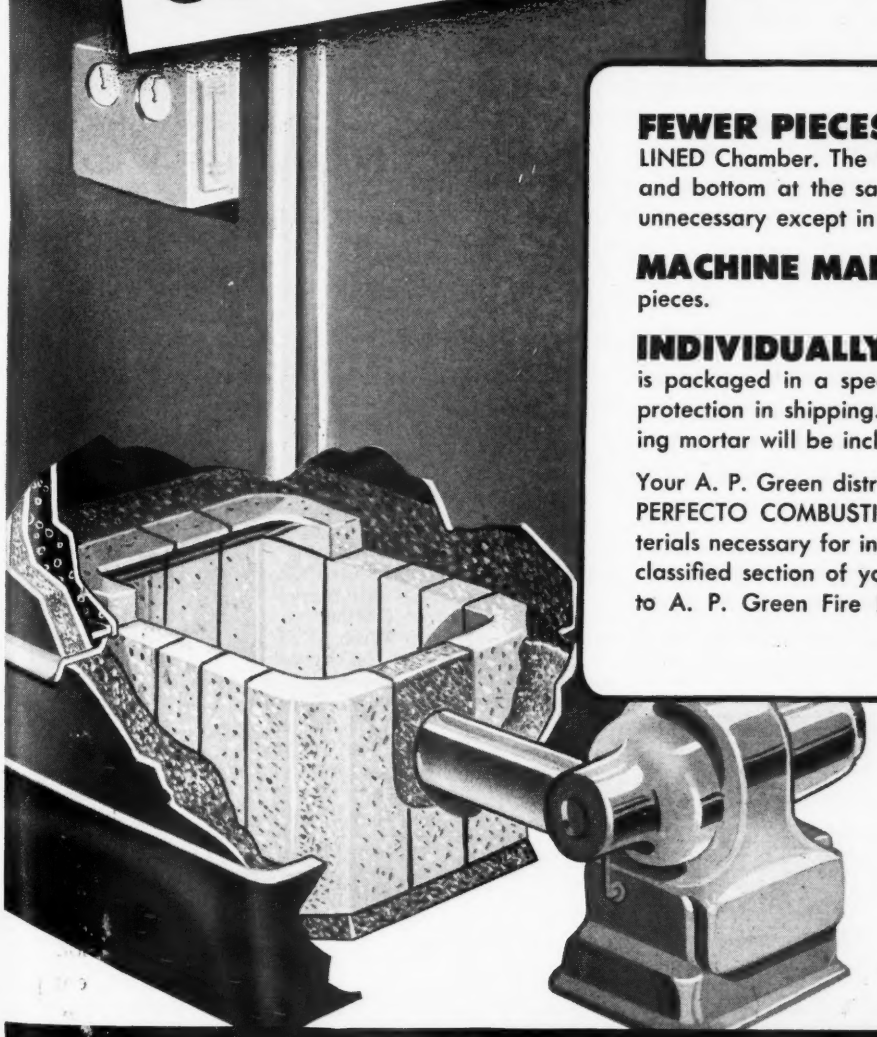
Listed by the Underwriters' Laboratories, Inc.

Inquire About Our Profitable Sales Offer Today!

QUIET-HEET MANUFACTURING CORPORATION
135 N. J. RAILROAD AVE., NEWARK 5, NEW JERSEY

easy to install...

A. P. GREEN *Streamlined* COMBUSTION CHAMBER



FEWER PIECES are required for the STREAMLINED Chamber. The "L" shaped tile form the side walls and bottom at the same time, making extra bottom tile unnecessary except in very large sizes.

MACHINE MADE tile ensure uniform, snug-fitting pieces.

INDIVIDUALLY PACKAGED—each chamber is packaged in a specially designed carton to give full protection in shipping. 'SAIRSET high temperature bonding mortar will be included when specified.

Your A. P. Green distributor also handles the economical PERFECTO COMBUSTION CHAMBER and all other materials necessary for installation work. Look for him in the classified section of your phone directory or write direct to A. P. Green Fire Brick Company, Mexico, Missouri.

A. P. Green REFRACTORY PRODUCTS
SERVE THE WORLD'S INDUSTRIES

A. P. GREEN FIRE BRICK COMPANY
MEXICO, MO., U. S. A.
DISTRIBUTORS IN THE PRINCIPAL CITIES OF THE WORLD

Oilburner Prices Are Low Compared With Other Costs

OILHEATING SALES at the retail level are improving in most markets and if the present trend continues this will be a favorable year. At the seame time, there would be a good many more installations if it were not for the fact that many persons believe that if they wait a while prices will be substantially lower. Ours is not the only industry so affected . . . many purchases are being deferred for the same reason, in instances where the dollars involved are fairly high.

In some way we should get across to the prospects and the public in general the point that oilburner prices are unreasonably low now. They have dropped a little over 11% from the peak last July but even at the peak they were relatively much lower priced than general commodities.

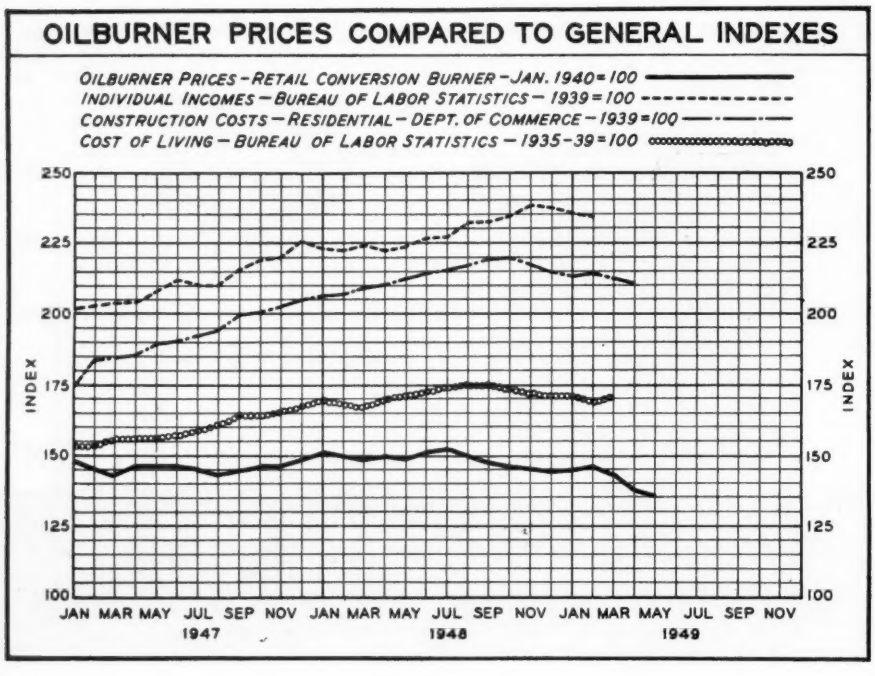
The chart compares retail oilburner prices with other popular indexes. It is important to explain this to all members of the dealer staff that come in contact with the public. In a survey last month the strongest single resistance factor to oilburner sales was that people would wait for lower prices . . . hence this chart to show that the bottom is pretty well reached for all practical purposes.

The oilburner price index stands only 35% above the prewar base, while cost of living is up 70%, residential building costs are up 112% and average individual incomes are up 134%. After taking into account the higher individual taxes of today, average incomes are still up a full 100%. With incomes up 100%, after taxes, and cost of living up only 70%, people have more money to spend for a higher standard of living and that should include oilheating . . . particularly when it's so inexpensive to install.

The burner factories have an even tighter price pattern than the dealers. The wholesale burner index is 132, or 32% above prewar. The reason for this is overproduction, or at least excess productive capacity. The parts and accessories that the manufacturer buys to assemble his burner are up in cost an average of 44% and he is paying his labor somewhere near the national average of 134% above prewar yet selling the burner only 32% up. The factories would be out of business if it were not for the fact that during the war years they made some gains in efficiency through the finer machinery they bought to handle military orders. The same is true of the accessory manufacturers because most of them show price increases considerably less than the average of all products.

Transformer prices to manufacturers are up about 44% over prewar; burner pumps are up about 22%; electric motors are up 65%; blower wheels have risen about 18% and burner controls about 45%. Where the increases have been relatively small it is evident that there was the most improvement in manufacturing processes during the war years.

Any way you look at the picture it shows a tight dollar situation at all levels of oilheating. Prices today in relation to costs are so low that no one can expect to benefit materially by waiting longer to do business with our industry.


OILBURNER PRICES COMPARED TO GENERAL INDEXES
OILBURNER PRICES - RETAIL CONVERSION BURNER - JAN. 1940 = 100
INDIVIDUAL INCOMES - BUREAU OF LABOR STATISTICS - 1939 = 100
CONSTRUCTION COSTS - RESIDENTIAL - DEPT. OF COMMERCE - 1939 = 100
COST OF LIVING - BUREAU OF LABOR STATISTICS - 1935-39 = 100
INDEX
250
225
200
175
150
125
100
JAN MAR MAY JUL SEP NOV JAN MAR MAY JUL SEP NOV JAN MAR MAY JUL SEP NOV
1947
1948
1949

U. S. Department of Labor Fueloil Prices (April)

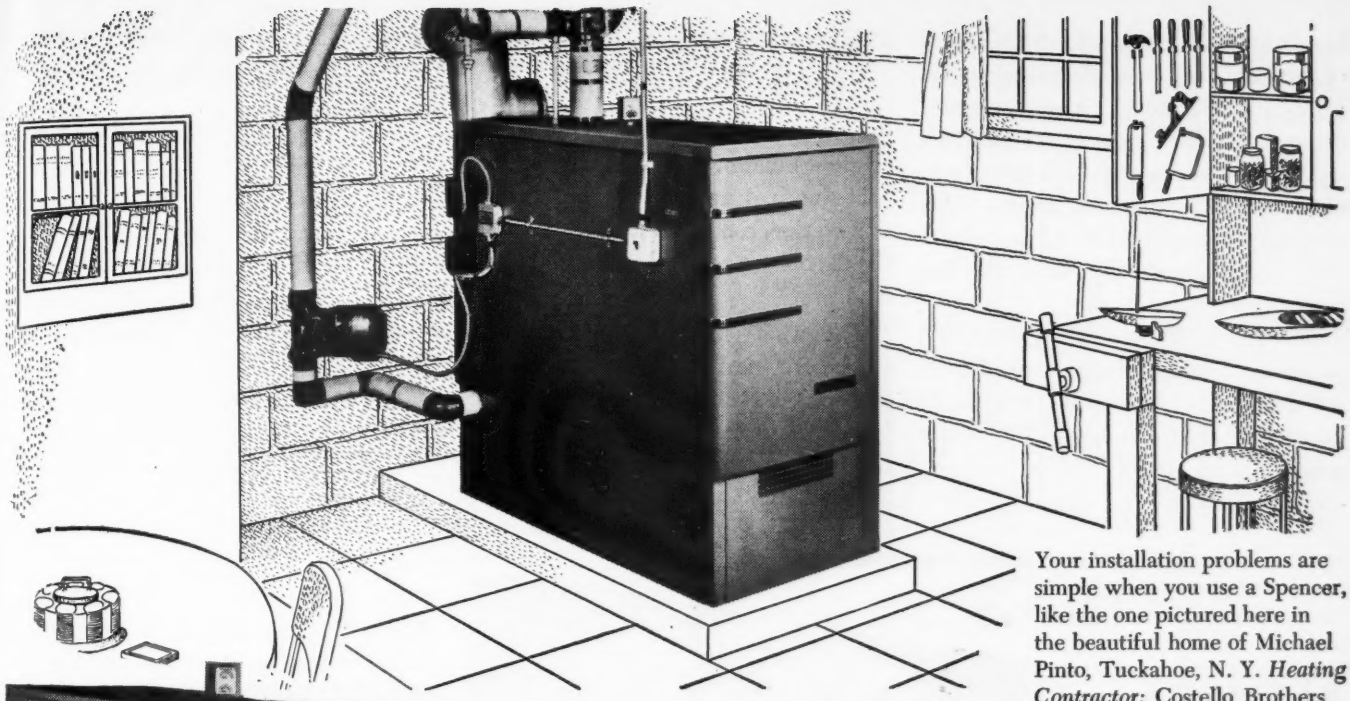
FIELD INVESTIGATORS for the Department of Labor monthly check prices of principal fuels in several cities in each section of the country. Getting retail quotations from various suppliers in each market, the prices are averaged and published. Those in the table that follow were taken April 15 (cents per gallon):

	Range	*No. 1*	*No. 2*	*No. 3*
Boston	13.73	13.60	11.50	..
Manchester	14.60	14.10	12.20	..
Portland, Me.	13.40	13.40	11.32	..
***Buffalo	..	13.03	13.03	..
**New York	..	..	10.93	..
Philadelphia	..	12.70	11.26	..
**Chicago	14.20	13.87	12.85	12.85
***Detroit	..	14.42	13.39	13.29
Milwaukee	..	14.30	13.30	13.30
*Kansas City	..	12.83	11.80	11.83
Minneapolis	13.97	13.73	12.78	12.73
**Baltimore	..	12.55	11.32	..
Wash., D. C.	..	12.80	11.50	..
Jacksonville	..	13.70	12.65	..
Norfolk	..	12.60	10.60	10.60
Richmond	..	12.90	11.00	..
Savannah	..	14.40	13.02	..
***New Orleans	..	13.84	11.84	..
Portland, Ore.	..	13.94	11.64	6.79
***San Francisco	..	13.70	11.38	6.70
***Seattle	..	14.77	12.65	6.99

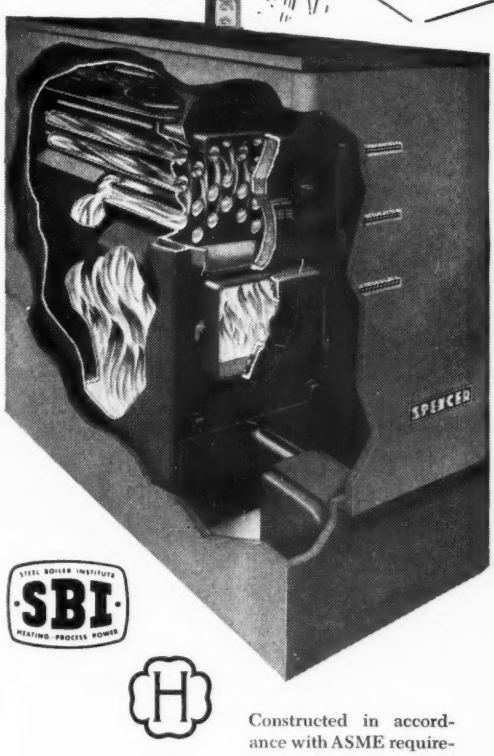
*Price includes 1% sales tax.
**Price includes 2% sales tax.
***Price includes 3% sales tax.

Profits Drop 27c a Barrel Says Jennings to Gov. Kerr

B. BREWSTER JENNINGS, Socony president, in a letter to Governor Kerr of North Carolina, said that his company's net realization from a barrel of crude oil



Your installation problems are simple when you use a Spencer, like the one pictured here in the beautiful home of Michael Pinto, Tuckahoe, N. Y. *Heating Contractor:* Costello Brothers Fuel and Heating Company, Inc., Tuckahoe, N. Y.



Constructed in accordance with ASME requirements. Fully approved by Steel Boiler Institute.

Gracious living begins in the basement

With the Spencer "C" Steel Heating Boiler

The home owners you serve rely on their oil burners for clean, economical, and efficient heat. You can assure them of dependable operation at all times when the burner is installed in a modern Spencer "C" Steel Heating Boiler. More than 50 years of Spencer experience has helped to develop heating boilers quickly adaptable to oil burners with a minimum of effort. Just a few of the many fine features—

- **Available in nine sizes ranging from 700 to 3000 square feet (steam)**
- **Water-cooled door frames, precision-ground cast-iron doors**
- **Provides efficient heat with low stack temperature**
- **Patented Spencer service water heating method, with coils *inside* the boiler—rear connections**
- **High-peaked firebox, to aid complete combustion**
- **Designed to accommodate all makes of oil burners**

THE SPENCER MARK OF ENGINEERING SKILL

All Spencer Heaters are High Standard Avco Products—

- **Backed by over fifty years of heating experience**
- **Manufactured under ASME and SBI codes**
- **Precision-engineered—to meet rated specifications**
- **Individually tested and inspected**
- **Installed only by the heating trade**
- **Clean—Quiet—Economical—Effortless—Safe**

SPENCER HEATER DIVISION
WILLIAMSPORT AVCO PENNSYLVANIA

THERE IS A SPENCER for every building . . . for every fuel

COMMERCIAL SERIES:
"A" (steel)—for industry, schools, apartments
"L-2", "L-3" (cast iron, magazine feed)—for large homes, churches, apartments

RESIDENTIAL SERIES:
"R" (steel) and "21" (all purpose, cast iron)—for homes and small buildings
"F" (cast iron, magazine feed)—for small homes

fuel oil & oil heat

has dropped 27 cents a barrel in recent months as a result of declining fueloil prices and in spite of a rise of a cent a gallon in gasoline costs in the past few weeks. Kerr had wired the heads of several major companies complaining of the gasoline increase at a time when petroleum products generally were building surpluses.

Jennings further made the point that at present prices even the most efficient refineries east of the Rockies can hardly avoid operating losses, in spite of the gasoline price rise.

Final FTC Hearing On N. E. Oilheating Code

ON JUNE 20 in the Federal Trade Commission building in Washington was held the final hearing by the Commission on the proposed trade practice rules for the oilheating industry in New England.

The twenty-seven individuals appearing before the Commission represented first the Oil Heat Institute of New England, then three other trade associations, the Independent Oil Men's Association of N. E., the Atlantic Coast Oil Conference, and the American Petroleum Institute.

At the request of Fred Beckwith, executive director of the O.H.I. of N. E., the presiding official definitely closed the door to any application of the Code outside of the New England states.

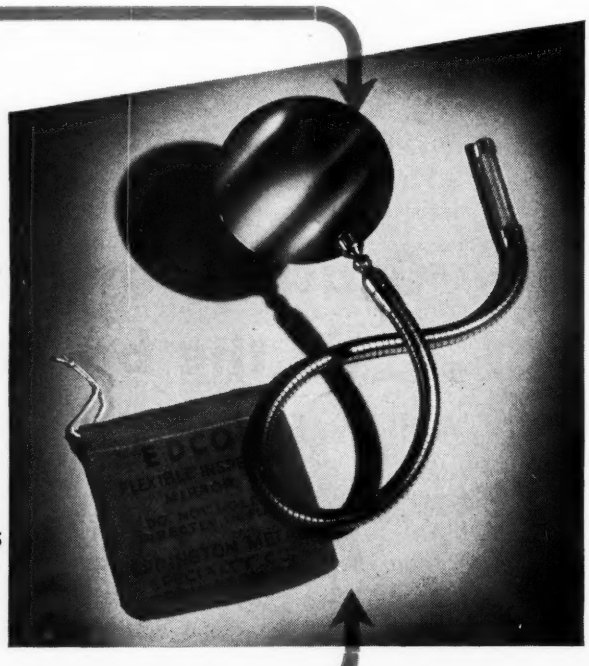
Appearing in opposition to the Code Harry B. Hilts, secretary of the Atlantic Coast Oil Conference, pointed out that in New England there are about four thousand individual businesses at seventeen different levels of sale that would be affected by the Code, while only 1½% of these were represented at the general Trade Practice Conference in Boston on September 30, 1948. He contended that if the Code is approved it would have the effect of forcing the will of a small, inadequate minority upon the majority of the industry that he feels is opposd to the Code. He also believes that the Code, if enacted, will tend to stifle competition, rather than promote it which he points out is not in the public interest.

The Independent Oil Men's Association of New England, through its executive director Joseph B. Wells, took the position that the Code had been developed primarily by oilburner dealers, but that it was so written as to include all types of fueloil marketers as well. He explained that in New England there are more than 3,500 companies engaged in the distribution of fueloil, and that only a very few of these operate in interstate commerce, and would thus be governed by the Code's provisions. He further pointed out that in the distribution of fueloils in New England there does not exist any flagrant situation in which the proposed provisions are being violated to the extent that would justify the added responsibility, effort, and public expense which would become the Trade Commission's burden. Wells further stated that the fueloil industry in New England had played no organized part in the development of the Code. The Oil Heat Institute of America, in accordance with action recommended at its last board meeting, was not represented.

The consensus of those attending seem to be that the Code probably will be made effective by the Commission since no arrangement was made for further hearings.

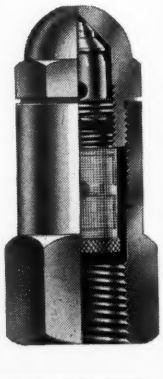
NEW!
FLEXIBLE INSPECTION MIRROR

speeds up oil burner installations and check-ups



Now it's easy to check flame characteristics, the combustion chamber, ignition setting, flue passages and internal parts of heating systems. The highly polished, stainless steel mirror at the end of a 21 inch flexible handle, *adjusts to any position to permit thorough inspection of hard-to-see parts.* No assembly required. A small bag with a draw-string protects the mirror when not in use.

The new FLEXIBLE INSPECTION MIRROR insures efficient installation and inspection of oil burners and speeds up servicing.



Write today for prices

EDCO TRIPLE - TESTED NOZZLES

DESIGNED TO STAY CLEAN LONGER AND GIVE MAXIMUM SATISFACTION. TESTED FOR SPRAY ANGLE, ATOMIZATION AND ACTUAL RATED CAPACITY.

EDCO

EDDINGTON METAL SPECIALTY CO.
P. O. BOX K, EDDINGTON, PA.

Standard of Indiana Celebrates 60th Anniversary

ON JUNE 18 Standard Oil Co. (Indiana) celebrated its 60th anniversary and marked the occasion by presenting souvenir fountain pens to each of its 27,000 employees. Also, by way of celebration it issued an anniversary issue of its employee magazine, *Standard Torch,* containing a pictorial history of the company and describing its progress in terms of what it has meant to employees, stockholders and customers. The 97,000 stockholders received an anniversary leaflet devoted to a listing of milestones in the company's sixty years. The leaflet, containing also pictuers of the nine executive heads of the company since its beginning, accompanied the June dividend check and was given to employees as well.

Standard Oil Co. (Indiana) was incorporated in 1889, originally a subsidiary of a nationwide Standard Oil organization. It became independent and separate in 1911 when the parent company was dissolved and has so operated ever since. Its first act was the building of a refinery at Whiting, Ind. "In those days," explained Dr. Robert E. Wilson, chairman of the board, "the principal product was kerosene . . . to light the lamps and heat the trick cookstoves of what was then the 'west.' " The oil business grew rapidly, spurred by the "horseless carriage," and in 1910 the company was selling petroleum products in ten states. About 1912 it began building service stations, at approximately the same time that the Burton process of obtaining gasoline by cracking was developed.

Today the Whiting plant and four other refineries built later produce altogether two thousand products from petroleum for distribution under the company's own name to thousands of agents and dealers serving millions of customers in fifteen middle western states.

Automobile Industry Is Eliminating Wholesalers

LATEST CONVERT IN the automobile industry to direct factory-to-dealer merchandising is DeSoto, cutting out all distributors during May. This follows similar actions by Studebaker, Packard and Chrysler. Several industries have been looking with anxiety at the cost of wholesale middlemen, now that real competitive selling has returned and every sales dollar must do double duty. Several manufacturers in the oilheating industry are exploring that problem.

Oil Continues to Lead In Milwaukee Fuel Growth

IN ITS ANNUAL SURVEY, "Consumer Analysis of the Milwaukee Market," the *Milwaukee Journal* shows a five year trend in heating fuels.

Number of homes heated by each fuel are:

	—Coal or Coke—		——Fueloil——		——Gas——	
	Number	*Per Cent*	*Number*	*Per Cent*	*Number*	*Per Cent*
1949	189,500	77.4	48,256	19.7	10,288	4.2
1948	185,985	77.8	45,408	19.0	9,559	4.0
1947	194,298	83.2	32,928	14.2	7,940	3.4
1946	196,879	86.0	28,314	12.4	4,830	2.1
1945	198,279	87.1	29,201	12.8	4,052	1.8

Business is Booming

for Bethlehem **DYNATHERM** **Dealers!**

. . . and here's why—

They are offering the public something entirely new in automatic heat . . . a complete "package" unit that is unexcelled in Fuel Economy, Compactness, Comfort and Convenience! Available in Two Sizes which cover full range of heating requirements. Shipped with all controls mounted and wired. Built by a 118 year old organization of broad experience in oil heating.

★ **FREE literature and newspaper mats available to all Dynatherm dealers.**

A few exclusive Bethlehem Dynatherm territory Franchises are still available. Wire or write immediately for full information.

BETHLEHEM FOUNDRY & MACHINE COMPANY
BETHLEHEM, PENNSYLVANIA

Warm Air Heating Trends Reflect Fuel Competitions

PRICES OF OIL and coal fired warm air heating equipment have risen during this year as compared to 1948 but gas fired furnaces are down in cost. All furnace sales are off in number, according to the Census Bureau's Facts For Industry series for the first quarter, with coal fired equipment sharply down, oil down moderately and gas somewhat less.

Thus, while gas equipment shows market strength for volume, its relative drop in prices would seem to be working in contradiction. It might be said that the greater number of sales is a result of the lower furnace prices, and this may be true to a small extent in the builder field, but the more likely reason is that gas equipment factories are extra hungry for business.

There is a feeling that gas competition to oil is coming back strong, and it no doubt will in some markets but total installations are still far below the 1946 peak and the factories that have depended largely on gas furnace and conversion burner sales are having their troubles. To illustrate, gas central heating installations in 1946 were approximately 662,500, in 1947 were 322,000 and in 1948 were 292,000. It can be seen why prices keep pushing down.

On the other hand it is ironic that in markets like Cleveland and Minneapolis, where gas as a fuel is so plentiful and cheap, oilheating men would also have to fight the dropping gas equipment prices simply because gas heating has been choked off in many other cities.

The table shows the volume and price relationships between furnaces designed for the three fuels. On the more modern equipment, with forced air, oil continues to dominate with shipments for the first quarter about 30% above gas . . . while its factory price per unit averages 34% higher than gas units. Gas made its best competitive showing on the gravity type furnaces with oil getting very little play from that manufacturing group.

Furnace Shipments, First Quarter, 1949 vs 1948*

	SHIPMENTS			AVERAGE VALUE		
	1949	*1948*	*% Change*	*1949*	*1948*	*% Change*
FORCED AIR						
Coal	5,574	9,857	—43	$224	$203	+10
Oil	27,178	30,019	— 9	259	235	+10
Gas	20,925	22,478	— 7	194	210	— 8
GRAVITY AIR						
Coal	42,339	50,184	—16	$128	$121	+ 6
Oil	1,700	2,115	—20	138	114	+21
Gas	8,640	7,547	+14	101	103	— 2
COMBINED						
Coal	47,913	60,041	—20	$139	$134	+ 4
Oil	28,878	32,134	—10	252	227	+11
Gas	29,565	30,025	— 2	167	183	— 9

*As reported by furnace manufacturers rather than oilburner manufacturers.

SIMPLEX

NEW SIMPLEX EQUIPMENT WILL PROVIDE SIMPLEX DEALERS WITH OUTSTANDING ADVANTAGES IN TODAY'S MARKET.

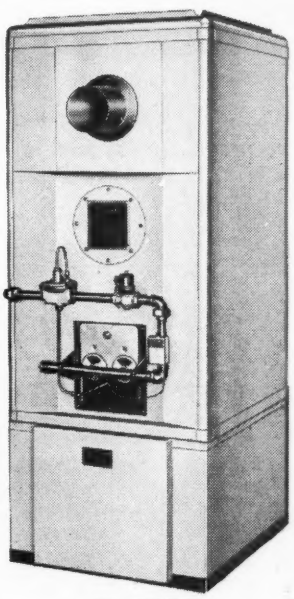
SIMPLEX OIL BURNING SYSTEMS

SINCE 1910

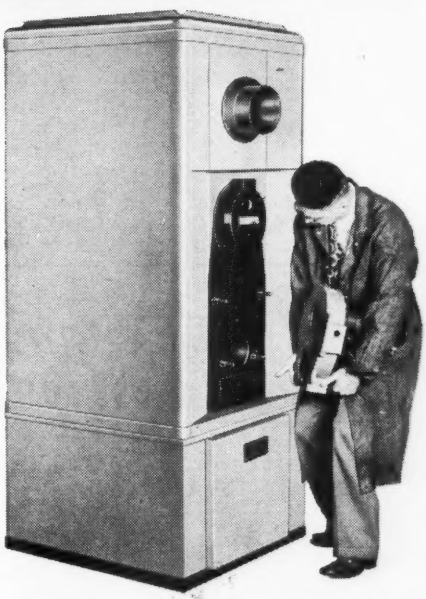
SIMPLEX OIL HEATING CORPORATION — SIMPLEX — OIL BURNING SYSTEMS — REG. TRADE MARK

SIMPLEX OIL HEATING CORP.
11 PARK PLACE, NEW YORK 7, N. Y.

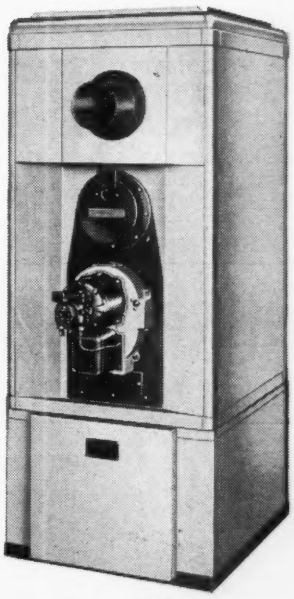
Luxaire's New
2 in 1 Utility Unit
Designed for Oil!
Designed for Gas!



No. H-125-E
Hi-boy Air Conditioning Unit equipped with Luxaire Multi-port Gas Burner



Mounting the Oil Burner — revolutionary in its simplicity



No. OH-106
Hi-boy Air Conditioning Unit Equipped with Luxaire's plate mounted gun type Oil Burner

Here is a Luxaire unit that you recommend for either a Gas or Oil installation because you can:

1. Install it as a Gas unit with Luxaire's Multi-port Gas Burner.

2. Install it as an Oil unit with Luxaire's plate-mounted Oil Burner.

Change from Gas to Oil or Oil to Gas at any-time—You don't change the furnace in any way. You just change the burner. Luxaire gas and oil Burners are interchangeable on this furnace, because it is designed and constructed for economical heating with either Burner.

And—you keep your inventory DOWN—you keep your service UP! It's not necessary to stock both Oil furnaces and Gas furnaces. Just stock the new Luxaire Utility Unit. Install it—then add the Luxaire Burner best suited for the situation. What can be simpler, easier or more profitable?

The rugged construction will give long years of satisfactory operation as either a Gas fired unit or an Oil fired unit. It is equally efficient with either fuel.

THE C·A·OLSEN MANUFACTURING COMPANY

Luxaire HEATING & AIR CONDITIONING UNITS

ELYRIA 12, OHIO

fuelfoil & oil heat

Vaporizing Equipment Sales Estimated in ICHAM Bulletin

THE INSTITUTE OF COOKING and Heating Appliance Manufacturers, Washington, has issued a new bulletin setting forth sales for the past three years of oil-fired heating equipment, using principally No. 1 or kerosene fuels. The estimates are shown below.

Of the net domestic sales, replacements account for 25% of space heaters, 10% of sleeve type heaters and 30% of portable heaters.

VAPORIZING EQUIPMENT SALES

	1946	1947	1948
SPACE HEATERS			
Factory Shipments	946,174	1,876,311	1,125,607
Exports	47,309	93,816	11,256
Net Domestic	898,865	1,782,495	1,114,351
TRAILER HEATERS	25,000	69,496	60,000
FLOOR FURNACES			
Factory Shipments	37,135	134,334	64,936
Exports	..	2,015	195
Net Domestic	37,135	132,319	64,741
CENTRAL HEATING PLANTS			
Factory Shipments	19,720	58,254	30,960
Exports	986	1,456	155
Net Domestic	18,734	56,798	30,805
WATER HEATERS			
Factory Shipments	149,356	200,973	36,266
Exports	5,227	5,024	1,451
Net Domestic	144,129	195,949	34,815
SLEEVE TYPE HEATERS			
Factory Shipments	35,000	50,442	49,258
Exports	350	504	493
Net Domestic	34,650	49,938	48,765
PORTABLE HEATERS			
Factory Shipments	312,878	415,967	704,828
Exports	37,545	49,916	84,579
Net Domestic	275,333	366,051	620,249

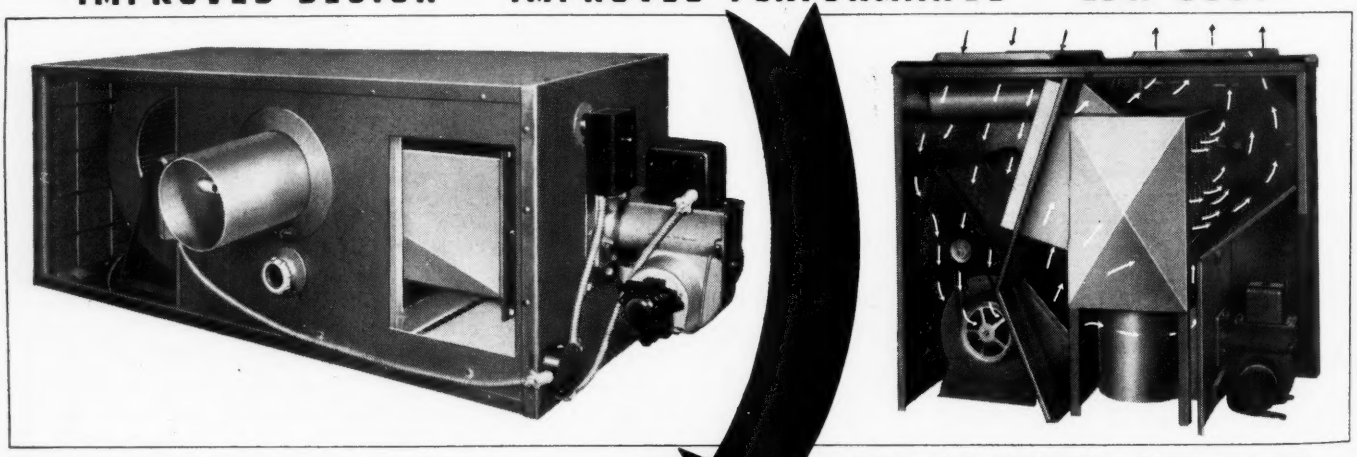
Government Pushes Synthetic Oil Program

WHILE GOVERNMENT officials were dedicating the new $15,000,000 Bureau of Mines synthetic oil plant at Louisiana, Mo., May 8, a new plan was introduced in the Senate to give the Department of the Interior greater control over research and construction of synthetic oil plants. Senator McCarran introduced a revision of the McCarran-Wolverton bill (S-6) which would authorize as much as $650,000,000 in Reconstruction Finance Corporation funds for synthetic development. The former bill limited RFC commitments to $350,000,000.

The new bill authorizes both RFC and the Interior Department to contract for research and development work with private industry, using RFC funds. RFC may build plants if the Secretary of the Interior finds that private industry is not providing adequate development of new processes—with RFC money.

AUBURN *Is Easiest to Sell!*

IMPROVED DESIGN • IMPROVED PERFORMANCE • LOW COST



NEW SUSPENDED OIL FIRED UNIT HEATERS

- Outstanding economical performance is secured through revolutionary design.
- Longer flue travel and larger area of radiating surface extracts more heat from fuel burned.
- Preheating of cold air (An improved AUBURN feature) greatly improves furnace efficiency.
- Air tube design provides greater heat transfer—materially diminishing heat loss through the chimney.

MORE MONEY FOR YOU

NEW AIR CONDITIONING UNITS

- New lower prices make Auburn Equipment easiest to sell.
- Finest quality construction, beautiful finish, wide range of sizes add to Auburn equipments value. The AUBURN pressure atomizing gun type oil burner is noted for its efficiency—quality and economy.

Protected territory for distributors, manufacturers representatives, jobbers. It pays to handle EASY TO SELL AUBURN EQUIPMENT.

AUBURN BURNER COMPANY, Auburn, Indiana

GET COMPLETE DETAILS TO-DAY

ORAN SHALLO-WELL

sets a NEW STANDARD IN OIL-FIRED FLOOR FURNACES

Model 0-70 Super, completely automatic with forced draft fan.

TRUE SHALLOW-WELL CONSTRUCTION — ONLY 34 INCHES DEEP. Greatly reduces building costs on new construction, and simplifies installation in existing structures.

EXCLUSIVE ORAN AUXILIARY COLD AIR RETURN. Only Oran has this feature, which draws cold air from bedrooms and other hard-to-heat areas, thus providing more uniform comfort.

EASY SERVICING WITH ORAN. It's unnecessary to remove furnace from floor — no crawling under structure.

DESIGNED AND ENGINEERED AS A SUPERIOR PRODUCT FOR THE MODERN SMALL HOME, WITH OR WITHOUT BASEMENT. Oran gives you finest quality materials and top workmanship, at a really competitive price. The burner is made of stainless steel and the combustion assembly of Armco aluminized steel, for increased efficiency and much longer life.

THE NEW ORAN SHALLO-WELL LINE HAS THREE MODELS TO FIT ALL PRICE RANGES
Model 0-50 Standard, 50,000 BTU capacity.
Model 0-60 Special, 60,000 BTU capacity.
Model 0-70 Super, 70,000 BTU capacity.
Underwriters' Approved

Three basic models are included in the NEW Oran Shallo-well line, each an outstanding value in its price range. The illustrated model 0-70 Super is completely automatic with forced draft fan, and embodies the finest construction available today. The model 0-60 Special also features completely automatic control with forced draft fan. Model O-50 Standard is for natural draft, manually controlled, with automatic controls and forced draft fan as optional equipment.

Besides top-notch quality and performance, all Oran Shallo-well furnaces feature beautiful baked enamel finishes for effective display. Their eye appeal gives you real merchandising and sales help. Oran sells through regular trade channels with 100% jobber cooperation. Write, wire or telephone us today for complete information on the fast-selling NEW Oran Shallo-well line—it will mean extra profits for YOU!

ORAN COMPANY
2230 S. THIRD ST., COLUMBUS 7, OHIO

Industry Groups

Activities of local and national industry associations are reported monthly in this department. Secretaries are invited to send reports of their Group's activities to reach the editor by the 18th.

Washington, D. C. Dealers Plan Meetings for Servicemen

MEMBERS of the Oil-Heat Institute of Greater Washington (D. C.) are being circularized by A. Graham Shields, managing director, to select suitable dates and times for a series of four meetings to be held for oilburner servicemen. Planned for intervals during the Summer months, the meetings will be designed not only to instruct servicemen on overcoming service problems encountered on specific makes and types of oilburners, but also will include a discussion of public relations and how they can be effected by the serviceman.

Local service managers will conduct training classes, covering blackboard demonstrations of problems that have been experienced and using actual burner models, with high pressure burners to be covered at the first meeting, low pressure burners at the second, rotary wall flame and atomizer burners at the third and General Electric burners discussed at the fourth gathering. Much of the material is expected to consist of questions and answers posed by servicemen in attendance.

A sliding scale of admissions per man, depending on the number attending from each company, has been established and the Institute is hopeful of holding the first meeting in July to be followed by the others at about three week intervals.

Another bulletin recently issued urged members to join the local credit men's association. The credit group collects and disseminates information on poor risks each morning by telephone calls to members, identified by code letters. Monthly, a full list of reported accounts is prepared in book form and reviewed at a luncheon meeting.

Kansas City Dealers Exhibit In Better Homes Show

FOUR MEMBERS of the Missouri-Kansas Oil Heat Institute recently exhibited in the Kansas City Better Homes Show as distributors of oilburners and furnaces. The show lasted eight days, with approximately 88,000 paid admissions. The exhibitors reported good success in securing prospects for future purchases. Several thousand booklets, "Oil Heat—Proved and Approved by Millions," were distributed.

Participating companies, who indicated they would exhibit at next year's show also, were General Heating & Cooling Co. (General Electric), Missouri Valley Oil Company (Century), O'Bryant Oil Burner Co. (Timken) and Rand & Horner (Oil-O-Matic).

Wisconsin Dealers Meet; Continue Newspaper Advertising

THE REGULAR monthly meeting of Wisconsin Oil-Heat Association, Milwaukee, Wis., was held June 30 at the Wisconsin Hotel, with a meeting of the board of directors preceding the dinner-meeting to consider applications for membership. A total of ten companies were considered by the board. Reports from the advertising and legislative committees were among the matters brought

TAKE A MONARCH "TIP"-- AND COMPARE RESULTS!

Most any nozzle will produce some kind of a fire, but —until you have tried Monarch Stainless Steel Nozzles (of a type with spray characteristics matched to your air mixing equipment) you won't know how good they really can be. Advise make of burner and sketch or accurately describe air mixing head and make test *yourself* with the series Monarch Nozzles we recommend.

Pulsation: Write for new Circular No. 51849 on our "Anti-Pulsation" equipment.

F-80

The G-74 Combustion Head

The Monarch G-74 Head embodies an entirely new approach to efficient means for intimately mixing air with atomized oil to provide a highly efficient controlled flame.

Note these features:

1. Suitable for capacity sizes from .75 GPH to 2.50 GPH.
2. Simple to install and has no external "adjustments" to juggle and there is no "guess work" about the settings.
3. Price—Less than the cost of a good fuel unit.

Replacement Valves

Monarch piston type pressure regulating and cut-off valves are available in models to suit most replacement needs. G-49 valves can be mounted in any position and piston will not jam from dirt. Contain no bellows or diaphragm to break or corrode. Rugged Brass bodies, with stainless steel pistons.

Write for Catalog D

MONARCH MFG. WORKS, INC.

2503 E. ONTARIO ST.

PHILADELPHIA 34 PENNA.

European Distributor: A. Coutau, Rue de la Scie No. 16, Geneva, Switzerland

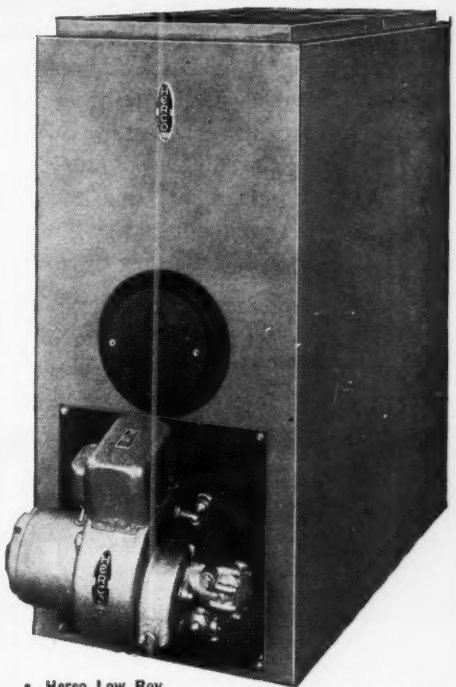
Sell Better Heat at Less Cost...

SELL HERCO

the Profit-Conscious Oil Heat Unit

Your customers are going to buy the heating unit that will give them lasting performance at the lowest possible cost. Naturally, then, they'll be interested in the new Herco . . . the year's Number One value in warm air heat units. Not only does the Herco Unit cost less . . . it is *top quality throughout.* Its combustion chamber has a double wall of durable stainless steel for dependable heat delivery. The special Economizer saves fuel, because it captures "lost" heat and utilizes it to pre-heat cold, incoming air. If you're wise, you'll sell your customers Herco — for only Herco can give them so much heat . . . from so little oil . . . for so little money.

Write for literature.

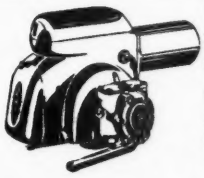


• Herco Low Boy
HLB 65- 65,000 BTU
HLB 85- 85,000 BTU
HLB 110-110,000 BTU

• Also available in High Boy Models . . . 65,000 and 85,000 BTUs

Famous HERCO burner . . . heart of every unit!

Oil-thrifty Herco burners produce a clean, efficient flame that leaves no unburned gases to be converted into soot and fumes. The compact Herco burner is easily detached from the unit and is readily accessible for any servicing. An exclusive Herco feature, the Thrifti-fier, mixes just the right amount of air with the oil so that every drop is converted into *actual heat.*



HERCO STAINLESS STEEL OIL HEAT UNIT

"Built to Last a Lifetime"

Manufactured by Herco Oil Burner Corporation • Lancaster, Pennsylvania

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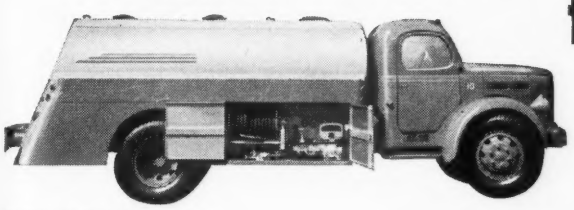
Heil Trailerized Petroleum Transport Tanks. Capacities 4100 - 6000 gals. Single or tandem axle.

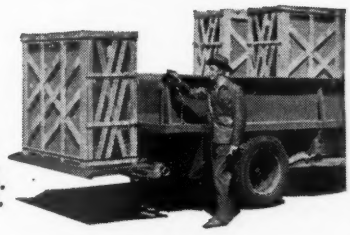
HEIL Quality PRODUCTS

It Costs Less, Now

to Haul Petroleum Products



Heil Truck Tanks. Capacities 800 to 2100 gals.



Heil Elevating Tailgate raises and lowers 2000-lb. loads quickly and easily.

The advanced design of HEIL equipment brings about unusual operating economies

Heil built the first frameless petroleum transport . . . the first one-piece, all-welded boltless truck tanks . . . the kind of equipment that lets you haul bigger payloads at lower costs.

This advanced design can help you make larger profits. Write today for bulletins that show why.

THE HEIL CO.

DEPT. 3979, 3039 WEST MONTANA STREET, MILWAUKEE 1, WISCONSIN

T-247

fuel oil & oil heat

before the business session. H. M. Mottram, executive secretary, continued his comments on the OHI Convention and Exposition held in Boston during May.

Another advertisement in the series sponsored by the group appeared in the May 15 edition of the *Milwaukee Journal*, captioned, "Summertime . . . means now is the time to equip your home with clean, efficient oilheat." Enlarging upon the theme of taking advantage of the warm weather to prepare for next winter, the advertisement features insignia identifying dealer members and lists reasons "Why Oil Heat is Best for Your Home." A table is included to show equivalent gallons of oil and therms of gas to match tons of coal, with costs in dollars and cents based on local prices.

OHI of Washington Maps Program for Year

AT AN INFORMAL MEETING called recently by Jerry Brainerd, president of the Oil Heat Institute of Washington, Seattle, Wash., officers of the group discussed preliminary plans for the Chapter during the coming year. More meetings to spotlight current marketing conditions and a continuation of last year's membership drive were endorsed. S. G. Crate, Rossoe Oil Delivery, Seattle, newly-elected director and Vice-Chairman-Farwest of Oil Heat Institute's Distribution Division, reported on the national association's 26th Annual Convention and Exposition held in Boston during May.

Two new committees were named at the meeting: Service Panel Committee, consisting of Chet Haven, Oil Burner Service Co., Louis Hope, A. Wilcox Co., and Chet Lovas, Rossoe Oil Delivery, all Seattle, to answer service questions advanced by members and the Business Management Committee, consisting of Bob Elmslie, manager OHI of Washington; Acme Fuel Co., Olympia; Fred P. Griffin, Griffin Fuel Co., and Robert D. Watt, Electro-Watt, both Seattle, to develop better management practices. Two July meetings in Yakima and Seattle will precede a series of eleven regional gatherings throughout the State planned to start by September 1.

Honor Oilburner Class Graduated by Baltimore School

THE SECOND CLASS to graduate from the Public Vocational School's oilburner course was honored on June 7 at a banquet sponsored by the Oil Heat Association of Maryland, Baltimore, Md. The school is operated under the joint sponsorship of the association, an OHI dealer group, and the Dept. of Education.

Principal speaker was Dr. Charles W. Sylvester, assistant superintendent of vocational education of the Baltimore City Schools, and during his address he revealed plans for a new five million dollar vocational school in which the oilburner division would have a prominent role.

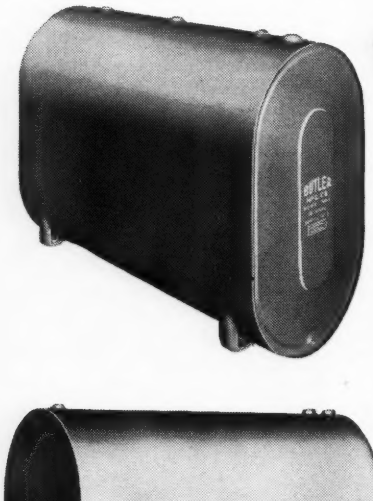
Each of the nine graduates was awarded a diploma certifying competion of the course and an assignment as a service man with a local company.

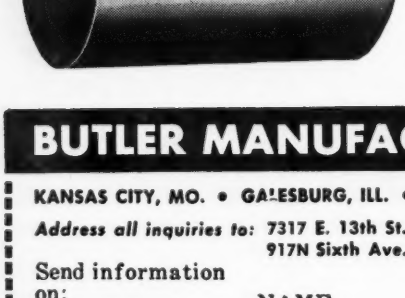
New England OHI Has Mailing Piece for Members

A PROMOTIONAL mailing piece, prepared by the Oil-Heat Institute of New England, Boston 15, Mass., for use by Accredited Members of the group, stresses two main themes. First, it cau-

BUTLER FUEL TANKS FOR EVERY PURPOSE

★ Prompt Delivery
★ Highest Quality
★ Long-Life Construction





ELEVATED FARM FUEL TANKS—300 and 500 gallon capacities with sturdy steel frame, skids and barrel rack. Equipped with hose, nozzle, shut-off valve, fill cap and gage.

BASEMENT FUEL OIL TANKS—Easy to handle. Quickly installed. 275 gallon capacity. Welded-on lugs for 1¼" pipe legs. Hard, oven-dried finish.

STORAGE TANKS—For aboveground or underground service station or bulk storage. Butler's conveniently located plants provide a complete line of storage facilities for petroleum products.

Give your customers the finest in safe, quality-built tanks. Always specify Butler. Mail coupon for complete information.

BUTLER MANUFACTURING COMPANY

KANSAS CITY, MO. • GALESBURG, ILL. • RICHMOND, CALIF. • MINNEAPOLIS, MINN.

Address all inquiries to: 7317 E. 13th St., Kansas City 3, Mo.
917N Sixth Ave. S.E., Minneapolis 14, Minn.

Send information on:
☐ Elevated Farm Fuel Tanks
☐ Basement Fuel Oil Tanks
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NAME_____

ADDRESS_____

CITY_____ ZONE____ STATE_____

tions, "Don't be without . . . Oil Heat" and explains briefly its economy, convenience, finger-tip control and property modernization achieved. Secondly, the mailing piece advises customers, "Buy your oilheat from an Accredited Member of the Oil Heat Institute of New England." Accompanying copy outlines the purposes and aims of the Institute and reviews the regulations and requirements that must be met to acquire the Accredited rating. Reproduced is the certificate awarded these dealers and which they display in their places of business.

The mailing pieces in quantity, with accredited dealers' names and addresses imprinted, are available from the Institute. according to Fred N. Beckwith, executive secretary.

OHI Distribution Division Booklet for Home Shows

A 12-PAGE BOOKLET, "Oil Heat . . . Proved and Approved by Millions," prepared and distributed by the Oil-Heat Institute of America, Inc., New York 16, N. Y., at the Boston Oil Heat Exposition in May, was printed in sufficient quantities so that there was a surplus at the end of the Show. The over-run was anticipated and the Institute's Distribution Division is offering supplies of the booklets to OHI Chapters participating in home shows or expositions so that local outlets would have general, descriptive literature available for distribution. Quantities of the booklets will be sent to affiliated associations without charge, except for actual shipping costs.

The booklet is attractively printed in color, the size of a regular business envelope, and explains in precise but non-technical terms the functions and advantages of automatic oilheating. The center pages feature small drawings of the different types of oilburning equipment, with a brief description of each, and concluding pages discuss modern design, economy, oilheat service and distribution.

Freimann and Spiess Talk At Rochester Rally

AT A RECENT MEETING sponsored by Oil-Heat Institute of Rochester, N. Y., members heard talks by A. C. Friemann, general sales manager, Delco Appliance Div., Rochester, N. Y. and W. O. Spiess, national secretary, OHI's Distribution Division. A. Redeker, secretary and W. W. Gordon, program chairman, also spoke briefly, and Fred Laube, president, conducted the meeting which closed with an open forum. The need for major oil suppliers to state openly that fueloil is plentiful was the main point discussed.

Mr. Freimann in his talk stressed the stimulation of salesmen as an important part of any program to capture the spendable dollar, while Mr. Spiess discussed what other dealers groups were doing cooperatively to promote oil heat. Explaining that major oil companies "see themselves in the local oilheat picture in other areas," he urged Rochester members to sell that concept to their oil suppliers.

Change Name of Albany Oil Heat Institute Chapter

THE ALBANY, N. Y. chapter of Oil-Heat Institute of America has changed its corporate name to Oil-Heat Institute of Eastern New York. B. F. Mulderry, president, commenting on the change,

Improved Design
NOZZLES
for Better
Performance
Try Delavan for the answer to your nozzle problems. From coast to coast, dealers, jobbers and manufacturers are reporting their success with these improved nozzles. New refinements assure outstanding performance, especially with West Coast oils. Try Delavan for dependable, accurate, uniform nozzles that give better firing results.
Always specify Delavan
Balloffet Design
NOZZLES by
DELAVAN
for
DEPENDABLE, EFFICIENT
PERFORMANCE
MEMBER
OHI
OIL HEAT INSTITUTE OF AMERICA
DELAVAN Engineering Co.
DES MOINES 9, IOWA

explained that while the group has jurisdiction in all eastern New York counties, many oilburner and fueloil dealers in nearby cities and towns were reluctant to affiliate with an organization identified as the Capital City chapter.

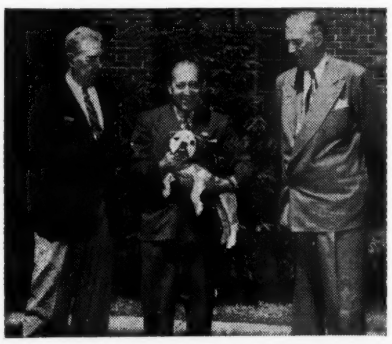
Present members have places of business in Albany and Delmar, Albany County; Rensselaer and Troy in Rensselaer County and Schenectady in Schenectady County. The new name is considered more appropriate under these circumstances.

The chapter is planning a series of newspaper advertisements, to tell of members adherence to OHI burner installation standards.

Burner Group Provides Credit and Collection Service

ANNOUNCEMENT has been made by Norman A. Lunenfeld, vice president, Association of Oil Burner Manufacturers, Inc., New York 7, N. Y., that the group is enlarging its functions by providing a credit and collection service, specializing in receivables of the oilheating industry.

The move is aimed at establishing a central agency, employing credit experience of members, to minimize duplication of credit and secure payment of delinquent accounts.



At the outing *held June 6 by the Westchester (N. Y.) Oil Trade Association at Tamarack Country Club, Max Katz, center, won the bull dog donated by Mack Trucks, Inc. At the right, William A. Brady, White Plains, N. Y., Mack branch manager, is about to congratulate the winner. Harry Brown, a salesman from the White Plains office, is shown at the left of the picture.*

ASHVE Holds Semi-Annual Meeting In Minneapolis

THE 1949 SEMI-ANNUAL meeting of the American Society of Heating and Ventilating Engineers, New York 10, N. Y., was held June 20 to 22 in the Hotel Nicollet, Minneapolis, with a program consisting of three technical sessions.

Ten papers were presented at the sessions, covering human tolerance limits for extreme heat, solar heat transfer, air distribution, radiant heat, hospital heating and air conditioning and the heat pump. Reports on research conducted at the Society's laboratory in Cleveland, and at cooperating universities and institutes, also were delivered during meetings of the research committee and fifteen technical advisory committees.

The Minneapolis Chapter of the society was host at the meeting, with John E. Haines as general chairman of the arrangements committee.

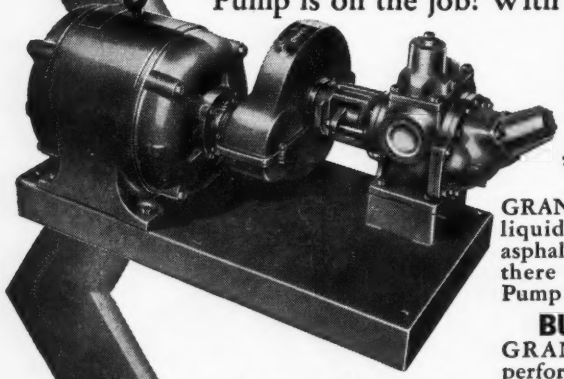
Revise Warm Air Manual For Classifying Systems

A REVISED EDITION of Manual #8, "A Yardstick for Classifying Warm Air, Winter Air Conditioning Systems," has been issued by the National Warm Air Conditioning and Air Conditioning Association, Cleveland 14, Ohio. George Boeddener, secretary-treasurer of the Association, points out that the state-

IN BULK PLANT OPERATION PUMP MORE GALLONS AT LESS COST WITH GRANCO

You're money ahead every minute a GRANCO Pump is on the job! With a GRANCO you get

LOWER INITIAL COST
LOWER MAINTENANCE COST
LOWER OPERATING COST
LONGER TROUBLE FREE LIFE
=LOWER COST PER GALLON



GRANCO Pumps handle any petroleum liquids efficiently, from gasolines to asphalts. Whatever your requirements, there is a quiet, compact GRANCO Pump that will do the job better.

BULK TRANSFER PUMPS

GRANCO PUMPS give unexcelled performance in Bulk Plant or Transfer Station work. High vacuum, high lift. Never need priming at start or finish of loading operations. No "bleeder" lines. Reversible action and four ports fit pump to any pipe hook-up. At left, Model DEES—90 GPM Pump with gear drive in oil-tight housing.

HERE'S WHY GRANCO PUMPS ARE BETTER!

The exclusive, patented ball and squeeze action of the GRANCO spherical rotor—only moving part—provides direct positive expulsion from pump chamber into line of flow. Quiet, friction-free, no contact between rotor and housing—for better performance, longer wear. No gears, blades, scoops, valves or dragging parts.

See your distributor, or write for full particulars. Sales and Service "at your service" throughout the nation.

Granco

GRANBERG CORPORATION
Oakland 8, California

Also makers of Granco Rotary Positive Displacement Meters

newest

profit-maker

for Quiet MAY dealers

QUIET MAY

BOILER-BURNER UNIT

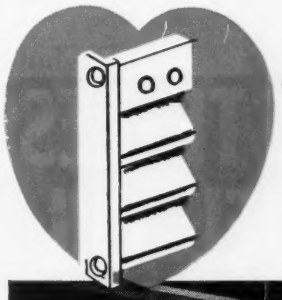
Another big reason to explore the possibilities of a Quiet MAY dealership in your community... right now!

MAY OIL BURNER division of
Gerotor May Corp., Baltimore 3, Md.

fueloil & oil heat

Koven WATERFILM BOILERS FOR FASTEST HEAT AT LOWEST COST!

WATERFILM's patented construction, incorporating the exclusive zig-zag water tube, effects vast savings of fuel in small homes, apartment houses and industrial buildings. Only a ¾" film of water in this tube—which turns to steam almost instantly—is enough to start heating any home before the main body of water in the tank is even warm! Because of its economy, leading architects and builders recommend WATERFILM, and because it maintains an even temperature in every room, supplies plenty of domestic hot water at all times, and is attractively jacketed, it has made many satisfied customers. For large installations, the Sectional Boiler can be taken through a 2-ft. door. 500-17,850 E.D.R. Write for free literature and newspaper mat service. NATIONALLY ADVERTISED.



THE HEART OF THE WATERFILM BOILER IS THE ZIG-ZAG SHAPED WATER TUBE

- Patented Construction
- Quick-Steaming
- Retards Accumulation of Soot
- Economical
- Rugged Construction
- Easily Replaced

THE FASTEST STEAMING BOILER MADE!

EVEN ROOM TEMPERATURE THROUGHOUT THE HOUSE!

WATERFILM BOILERS, Inc.

A Division of L. O. Koven & Bro., Inc.
154 Ogden Ave., Jersey City 7, N. J.
Plants: Jersey City, N. J. Dover, N. J.

FOR AUTOMATIC FIRING WITH OIL, STOKER OR GAS

ments made in the 24-page book are authoritative, being based not only on best accepted practices, but also on results of research in the thirty-three year continuous program conducted by the group and the Engineering Experiment Station, University of Illinois.

The manual tells customers what they should expect from a winter air conditioning system, what specifications have been established for Class A installations and what features can be offered to conform to accepted modern practice. In layman's language the manual individually describes the component parts of a complete warm air system, explains with text and diagrams proper installation practices and contrasts them with Class C installations, indicated as poor practice.

Orders for the manuals should be sent direct to the Association. Price in any quantity is 60¢ each. Because the book is particularly interesting to prospects for winter air conditioning systems and because it explains thoroughly what comprises a good installation, the Association has recommended that a copy of it be included with each proposal submitted for a job.

Hold Mid-Year Stove Meeting June 6 to 8 at Cincinnati

THE MID-YEAR STOVE MEETING, sponsored by the Institute of Cooking and Heating Appliance Manufacturers, Washington 8, D. C., was held June 6, 7 and 8 at the Netherland Plaza Hotel, Cincinnati. The convention included one general session and sixteen other meetings devoted to the interests of various product and management groups.

The general session, held the morning of June 7, was opened with the president's report to the members. One of the three other events on the morning's program consisted of a stove company management forum, a panel of six stove company executives representing top management, financing, selling, purchasing and factory management.

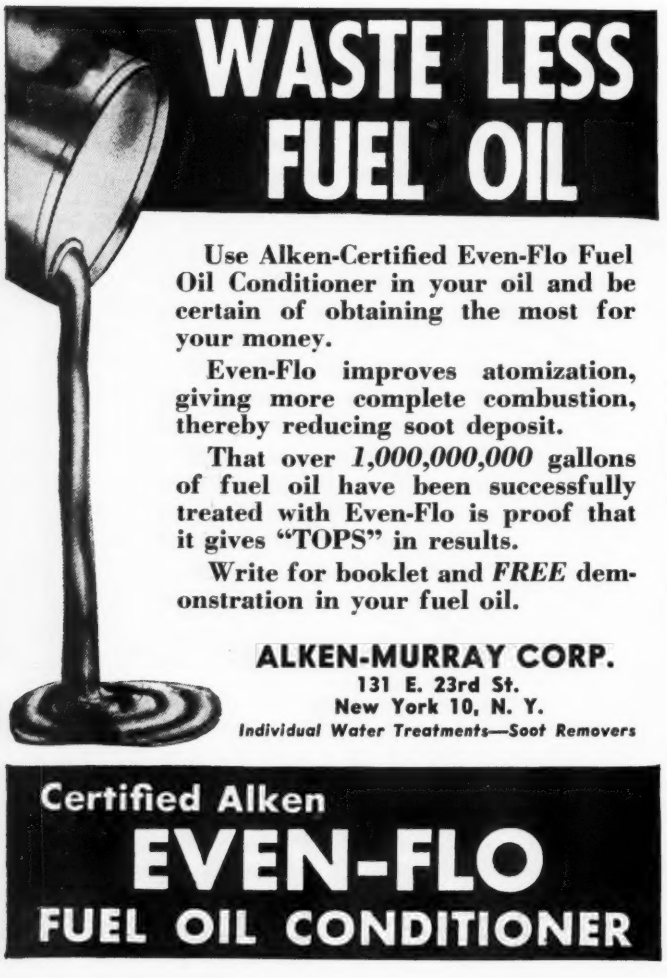
Other sessions of particular interest to the oilheating industry were meetings of the sleeve-type burner division on June 6, oil division technical section and executive committee gatherings on the 7th and a June 8 morning meeting of the oil division.

Merchandising a Feature of Third Short Course Program

A DISCUSSION of the merchandising of hot water and steam heating systems is to be a feature of the third I-B-R Short Course, being held June 14, 15, 16 and 17. Sponsored by the Institute of Boiler and Radiator Manufacturers, and held at the Champaign-Urbana campus of the University of Illinois, the course will include also a number of lectures on steam and hot water heating problems and the design of various types of systems by students during class room periods.

◈

Robert A. Specht has been appointed manager of the Heat Transfer Div., National Radiator Co., Johnstown, Pa., newly created agency to promote the sale of cast-iron condensing and cooling equipment, shell and tube heat transfer and related apparatus. Mr. Specht has established divisional sales headquarters in New York City.


WASTE LESS
FUEL OIL
Use Alken-Certified Even-Flo Fuel Oil Conditioner in your oil and be certain of obtaining the most for your money.
Even-Flo improves atomization, giving more complete combustion, thereby reducing soot deposit.
That over 1,000,000,000 gallons of fuel oil have been successfully treated with Even-Flo is proof that it gives "TOPS" in results.
Write for booklet and FREE demonstration in your fuel oil.
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131 E. 23rd St.
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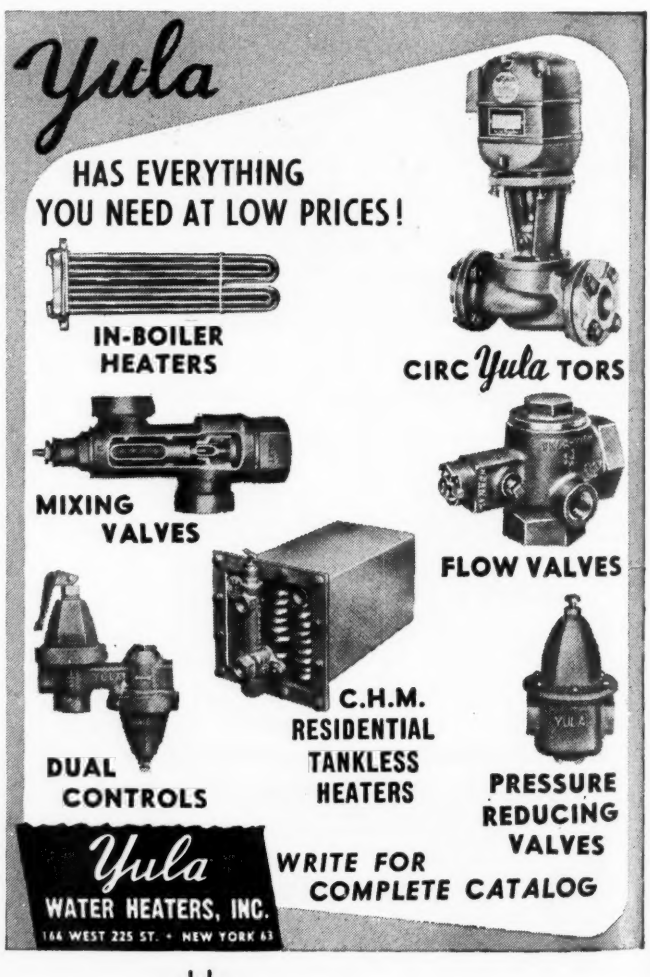
Individual Water Treatments—Soot Removers
Certified Alken
EVEN-FLO
FUEL OIL CONDITIONER



Manufacturers Activities

Fire Destroys H. C. Little Office and Warehouse

FIRE, spreading from a rubbish fire being burned on the outside of the building, completely destroyed the building and contents of the old #1 plant of H. C. Little Burner Co., San Rafael, Calif., on June 4.

Used as an office and warehouse, the #1 plant contained all office equipment, a small lithograph press, advertising sales literature and materials, some completed goods and a stock of parts. All losses are reported covered by insurance. For some time production has been confined to the new #2 plant, whose operations were undisturbed. With temporary offices established in a near-by building, normal operations resumed the first business day following the fire.

B & G Officials Guests At Aramac Supply Meeting

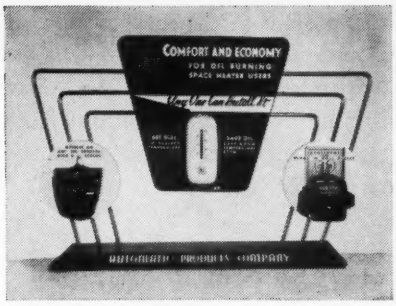
AS PART of its educational program, Aramac Supply Co., Cincinnati, Ohio, was host on April 21 to a large group of architects, engineers and heating contractors. Out of town guests included R. E. Moore and C. E. Pullum, vice presidents; Frank C. Hackett, sales promotion manager; Harold A. Lockhart, chief engineer and L. B. Kurtz, district representative, all Bell & Gossett Co., Morton Grove, Ill. James C. Arata, president of Aramac, conducted the meeting.

Frank Hackett was speaker of the evening, covering the "B & G Seven Step Method of Designing a Radiant Panel Heating System."

Heat Regulator Display Is A-P "Sales Starter"

A COUNTER DISPLAY, merchandising the A-P Heat Regulator Set, is being offered by Automatic Products Co., Milwaukee 10, Wis. Three colors feature the display, which is strongly constructed and has individual units of the set anchored to mounting blocks, with lettering explaining functions. It is designed for counter display, as a quick, visual "sales starter."

Overall dimensions of the display are



14" by 21"; base measurements are 4" by 17¾". Four rubber ball feet protect counter tops from scratches. Mounted in the center of the display is an A-P thermostat, with the set's transformer displayed to its left and an electric autoheat unit, adaptable to any oil control, to its right. The complete set provides thermostatic control of oilburning space heaters.

Evans Denies Rumor Company Is Stopping Burner Production

REFUTING rumors circulated recently that Evans Products Co., Plymouth, Mich., was planning to go out of the oilfired space heater business, R. B. Evans, vice president, states the rumors probably stemmed from the company's

Send for this Valuable Bulletin

It tells how to judge the efficiency of a combustion chamber; illustrates how best to install, and contains a table giving much helpful information.

With this booklet you will be able to install R & I Combustion Chambers in about a third the time at less cost. It contains a wealth of information which should be a great help to you.

Send today for your copy without cost or obligation.

REFRACTORY & INSULATION CORP.

116 Wall St.
New York 5, N. Y.

Chicago 4, Ill.

Newark 2, N. J.

Philadelphia 2, Pa.

Refractory & Insulation Corp.,
116 Wall St., New York 5, N. Y.

Without obligation on my part, you may send a free copy of Bulletin OB-100.

Name .....

Address .....

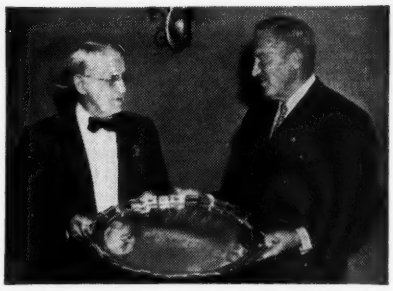
City .....Zone....State.....

recent change in distribution methods. "As a result of the splendid relationship which existed for many years between Evans Products Co. and Westinghouse Electric Supply Co.," explained Mr. Evans, "the products of our heating division became nationally known and enjoy fine public acceptance. It is regrettable that because a change in distribution was mutually agreed upon so many rumors should spring up concerning the future of our business.

"I should like to make it clear," Mr. Evans continued, "that Evans Products Co. is not out of the space heater business and plans to continue on the basis of expanded distribution. We are intensifying our program of distributor-dealer refranchising in areas not already covered."

Timken-Detroit Axle Marks Fortieth Anniversary

DIRECTORS AND OFFICERS of Timken-Detroit Axle Co., Detroit, Mich., parent company of Timken Silent Automatic Div., at a luncheon on May 27 commemorated the fortieth anniversary of the founding of the company. Col. Herbert W. Alden and Eugene W. Lewis, two of the six original founders, took part in the celebration, with a third surviving founder, William R. Timken of New York City, unable to attend.



Willard F. Rockwell, *Timken's chairman of the board, presents to Col. Alden a silver serving tray in recognition and appreciation of his forty years' service.*

At the conclusion of the luncheon Willard F. Rockwell, chairman of the board, presented Col. Alden with a silver serving tray. At 78, Col. Alden still is active in the business, continuing to put in a full day's work as Director of Engineering.

Manufacturing operations have been carried on continuously at the location of the company's original plant in Detroit and today, in addition to two plants in Detroit, the company has plants at seven other locations.

Sun-Ray Burner Appoints Metropolitan Boston Outlet

BONDED EQUIPMENT CORP., Jamaica Plain, Mass., has been named manufacturers' representative in the metropolitan Boston area for the Sun-Ray oil-burner line, according to Gabe Martin, president, Sun-Ray Burner Mfg. Corp., Jamaica, N. Y. Al Levitt and Jerry Sherr supervise management of the outlet.

Bennan Named to Presidency Of Jefferson Electric Company

AT THE ANNUAL MEETING held June 6, stockholders of Jefferson Electric Co., Bellwood, Ill., appointed James C. Daley, former president, to the position of chairman of the board and named J. M. Bennan president. Other appointments saw John R. Ford become vice president and general sales manager; L. Mauerer, vice president in charge of engineering; W. S. Minter, treasurer and V. E. Lee, secretary.

Sell COST-CONSCIOUS

Commercial and Industrial Oil Burner Users . . .
. . . Show Them How

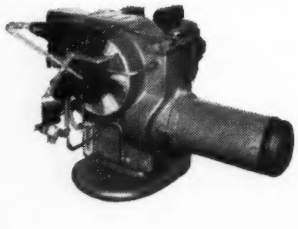
To Cut Costs With An Economically Operating

Cleaver-Brooks
HEV-E-OIL BURNER
USING LOW-COST No. 5 OIL

Quick sales and profits are yours when you offer your customers and prospects a chance to cut operating costs using low-cost, high heat value No. 5 fuel oil.

The economically operating Cleaver-Brooks HEV-E-OIL BURNER efficiently using low-cost No. 5 oil, assures substantial savings to hundreds of commercial and industrial oil-burner users in stores, factories, green houses, apartments, small laundries, cleaners, dyers, pressers, and processing establishments of all kinds.

Write today—for complete dealer and distributor information. Cleaver-Brooks Company, 363 E. Keefe Ave., Milwaukee 12, Wis.



CLEAVER-BROOKS HEV-E-OIL BURNER FEATURES

LOW PRESSURE AIR ATOMIZATION
AUTOMATIC ELECTRIC IGNITION
LOW FIRE START FLAME MODULATION IN RESPONSE TO LOAD REQUIREMENTS
SIZES: 1 TO 40 G.P.H.

The new president is a son of John A. Bennan, who, with Mr. Daley, founded the company in 1914 and served as president until 1943. J. M. Bennan has been executive vice president and started with the company sixteen years ago in a minor capacity as production control clerk.

Coastal Oil Company Expands Wholesale Oil Distribution

EXPANSION of its wholesale heating oil distributon activities to include Nassau and Suffolk Counties on Long Island, N. Y., has been announced by Coastal Oil Co., Newark, N. J. Coastal Oil Co. of New York, Inc., a newly-formed affiliate with offices at Mineola, N. Y., will serve the area.

Fred W. Wilson, general manager of the new outlet, has been active for twenty years in petroleum products distribution in the New York metropolitan area and has directed plant operations, supply, sales and office management in both wholesale and retail operations. Barges will transport products from Coastal's ocean terminal at Port Newark, N. J., to Long Island distributing points at Great Neck and Oceanside.

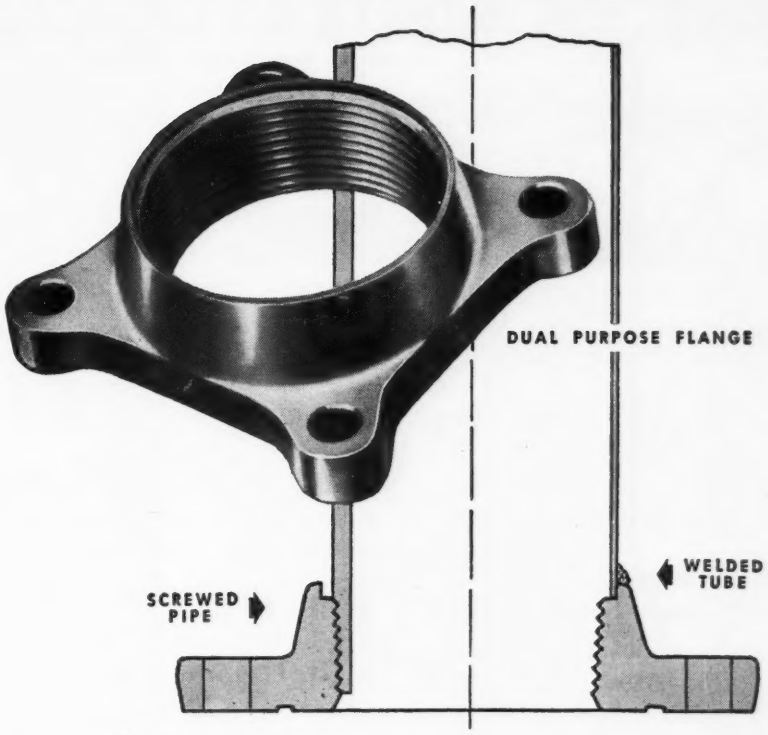
Gorton Appoints Detroit Outlet; Offers Display Card

CONSOLIDATED AIRCO CO., successors to F. L. Hutchinson Co., Detroit 21, Mich., have been named sales representatives for Gorton valves and air eliminators in the Detroit territory by Gorton Htg. Corp., Cranford, N. J. Members of the company are F. L. Hutchinson, Martin O. Vogt and Albert E. Millar.

Gorton also is distributing to the trade a new display card in five colors, size 14" x 22", featuring Gorton vapor equalizing valves for radiators and air eliminators for mains. The card can be furnished on heavy cardboard with easel, or on heavy paper for use as a wall poster. Either type will be furnished upon written request.

Minneapolis-Honeywell Booklet Tells of Home Heating Methods

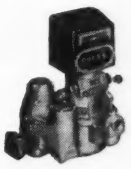
PUBLISHED by Minneapolis-Honeywell Regulator Co., Minneapolis, Minn., as a guide for home builders, a booklet, "10 Ways to Heat Your New Home" is written in non-technical language and illustrated with simple diagrams. Sug-



For WELDED TRUCK PIPING

Smith Truck Meters are now furnished with forged steel flanges

In step with the growing trend toward welded tubing for tank truck piping, Smith Meters are now furnished with forged steel flanges instead of cast iron. Installations may now be made with tubing welded directly to flanges or with screwed pipe connections at users' option. Forged steel flanges are but one of many advantages of Smith Meters — famous for fast, accurate service and for "Unitized Design" which permits tailor-made installations.


T-6

T-10

T-15

Illustrated Left Above: One and one half inch T-6, 60 GPM, inlet 1½" pipe or 2" OD tubing. Center: Two inch T-10, 100 GPM, inlet 2½" pipe or 3" OD tubing. Below: Three inch T-15, 150 GPM, inlet 3" pipe or 3½" OD tubing.

SMITH METER COMPANY

SUBSIDIARY OF A. O. SMITH CORPORATION

FACTORY—5743 SMITHWAY, LOS ANGELES 22, CALIF.

Sales Offices: NEW YORK, CHICAGO, HOUSTON, LOS ANGELES.
In Canada: TORONTO, VANCOUVER. *International Division,* MILWAUKEE 1, WISC. *Local Agents in All Principal Cities.*

gestions are offered to facilitate selection of a heating system most suitable and economical for the type of dwelling being planned.

Among types of heating described are forced and gravity warm air, forced and gravity hot water, one and two pipe steam, radiant floor and ceiling panels, solar heating and the heat pump. Another section of the 24-page book is devoted to warm air registers and steam and hot water radiators. It also describes various control systems, including a newly developed electronic control, and specialized controls for use with radiant panel heating. Copies of the guide may be obtained by writing John R. Bergan, Honeywell merchandising manager.

Westcott-Alexander Names Two Sales Representatives

AS PART of a continuing expansion program ,Westcott- Alexander, Inc., Madison, N. J., manufacturers of Percoflash domestic heating boilers, recently has added two representatives to its sales organization.

Dale Strubel, former plant executive at General Motors and Curtiss-Wright has been named Long Island, N. Y., representative, and the C. A. Breed Co., Newton, Mass., has added the boiler to its line. Other representatives in greater New England are Colonial Heating & Equipment Co., Manchester, N. H., and Quiet-Heet of New England.

Hercules Chemical Offers Policy of Protected Price

COMMENCING April 1 and ending July 31, Hercules Chemical Co., New York 13, N. Y., protects supply jobbers stocks of Hercules chemicals with a cash rebate guarantee if prices decline during the period.

The policy was inaugurated recognizing that fear of price reductions has caused wholesalers to defer normal purchases, complicating their operations.

Four Color Folder Prepared On H. C. Little Floor Furnace

A SIX-PAGE, four-color folder, describing in detail the H. C. Little oil floor furnace, has been announced by the manufacturer, H. C. Little Burner Co., San Rafael, Calif. Single copies may be obtained free by writing to the company's main office; copies in quantity are available to Little dealers for a nominal charge.

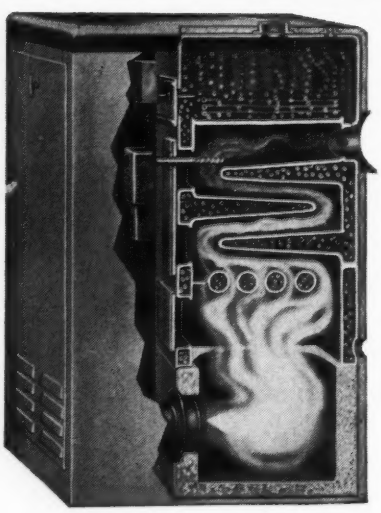
Included in the folder are complete specifications, cross section detail, two typical floor plans, cut-a-way photo of the unit, with thirteen features shown. Several pages of sales information of primary interest to consumers, builders and architects supplement the technical data. The furnace's electric ignition is explained in texts and pictures by comparison with the automobile self starter.

Record Number of Dealers Attend G-E Training School

A RECORD NUMBER of 111 heating dealers attended a two-day dealer training school conducted by Petroleum Service Co., Minneapolis, Minn., General Electric Air Conditioning Dept. heating equipment distributors in the Upper Midwest territory. The school is an anual affair conducted to pass on to the dealer organization the latest service, installation and enginering information.

The program, divided into morning, afternoon and evening sessions, covered engineering and installation practices,

Steel HEATING UNIT



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Write for full particulars about Exclusive Franchise for your territory on our full line of MAGIC-HEAT Boilers and Boiler-Burner Units.

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TRADE MARK

Product of
MARIETTA METAL PRODUCTS CORPORATION
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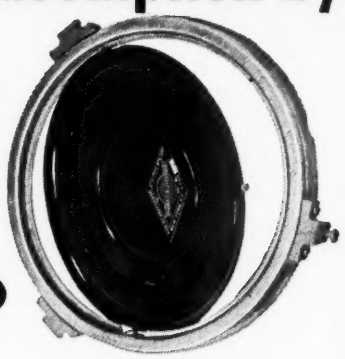
PREFERRED
DRAFT-A-JUSTORS

Cut Fuel Consumption by

10% TO 30%



The *Preferred* Draft-A-Justor is the original, patented Draft-A-Justor . . . improved to include the latest in engineering developments.

Stainless steel bearings and weather resistant metals provide long-life service without breakdown due to rust or wear . . . assure *continuous* fuel savings.

Millions now in satisfactory use.

WRITE FOR DESCRIPTIVE LITERATURE AND TRADE PRICES.

SIZES

Store, domestic and commercial sizes from 4" to 24" in diameter.

Industrial sizes from 2' x 2' to 5' x 12'.

PREFERRED UTILITIES MFG. CORP.
1860 Broadway, New York 23, N. Y. Boston Office: 839 Beacon St.

BOTTOM PRICE *for* LUXURY HEAT...

Sells This NEW UNIT

to America's Biggest Market

Delivered COMPLETELY PACKAGED

Sell *luxury* heat at a price within reach of America's biggest market . . . families building and renovating homes priced under $10,000 . . . but *don't* cut *your* fair profit. *Penn* has done the profit cutting at the factory . . . paring its own margin because it anticipates big volume on its new *Packaged* Air Conditioner Furnace.

However . . . timely though it is . . . price is far from the whole story on this new unit. Here are just 3 of the other big features:

1. Delivered *completely assembled in the jacket*—with all wiring done at factory.

2. Stainless steel construction gives smart, modern appearance . . . extra long life.

3. Compact size—length 49" x height 50" x width 21½" — permits two men to carry it through an ordinary doorway.

RIGHT NOW is the time to offer a price conscious market this "little giant" among heating units. Production is limited—so don't delay writing for franchise and engineering information.

PENN BOILER AND BURNER
MANUFACTURING CORP.
LANCASTER, PA.

Follow up this

BIG LINE

to greater heating profits

STOKOL

- A Heating Line you will be proud to sell.
- A complete Heating Line of types and sizes.
- A Line of Commercial and Domestic Stokers.
- A moderately-priced Heating Line.
- A fine quality Heating Line.
- A big name Heating Line made famous by years of national advertising.
- A Heating Line that will enable you to successfully compete on price, quality, reputation and provide a wide variety of home and commercial installations.

CLIP AND MAIL THIS COUPON
WHILE GOOD TERRITORY IS STILL AVAILABLE

STOKOL-STOKER CO., INC.
DAYTON 1, OHIO

Please send me complete information on the BIG STOKOL LINE.

Name_____

Address_____

City_____ Zone____ State_____

service and sales training. As a part of the schooling, a discussion period was held on G-E's Air-Wall home heating system. Technical training was under the direction of E. J. Jarnig, service manager, Petroleum Service Co.

Neptune Moves Chicago Offices to Larger Quarters

TO ENLARGE laboratory and service facilities and provide space for a newly acquired division, Neptune Meter Co., New York 20, N. Y., has moved its Chicago branch to larger quarters at 4048 W. Taylor St. The company produces Trident water and industrial liquid meters, Rensselaer valves and hydrants and Red Seal petroleum meters.

Conco Acquires Rights To Electric Radiator

MANUFACTURING and sales rights in America to the Co-Z-Air portable electric radiator, made by Morton Gregory Corp., Toledo, Ohio, has been acquired by Conco Engineering Works, Mendota, Ill.

George E. Gregory, vice president and general manager of Morton Gregory, explained that activity in another division prevented the company from housing the Co-Z-Air heater manufacturing division at the Lorain plant.

R. W. Conkey, executive vice president of Conco, said his organization is planning an expanded sales promotion and advertising campaign on the electric radiator, as an addition to its line of heating products and Field draft controls.

Sid Harvey Opens Baltimore Branch Store

A LEASE for a branch store at 619 West North Ave., Baltimore, Md., has been signed by William C. Archer, president, Sid Harvey of Md., Inc., with headquarters in Washington, D. C. The store, scheduled for July 1 opening, will be stocked with a full line of repair parts for the oilburner trade.

Raymond Sharp will be manager of the new store. He formerly was in the sales organization at Sid Harvey's main office in Valley Stream, N. Y. and later was sales manager of the Washington territory.

Lavorgna Named Wisconsin Outlet for Janitrol, Spencer

APPOINTMENT has been announced of M. L. Lavorgna, Inc., Milwaukee, Wis., as distributor for Janitrol domestic-commercial heating equipment, made by Surface Combustion Corp., Toledo 1, Ohio, in the Wisconsin territory. The company is headed by M. L. Lavorgna, a graduate engineer with seventeen years' experience in the heating and air conditioning industry. Most recently he was manager of the heating division, Richmond Radiator Co.

In addition to headquarters offices at Milwaukee, plans call for establishment of branch offices in Green Bay, Marshfield and Madison, Wis., with complete sales, engineering and service staffs. Operational plans provide for sales, engineering and service meetings and schools throughout the area.

A later announcement, made by the Spencer Heater Div., Avco Mfg. Corp., Williamsport, Pa., revealed the appointment of the Lavorgna company as sales agent for the state of Wisconsin. They will handle Spencer's complete line of residential and commercial heating boilers.

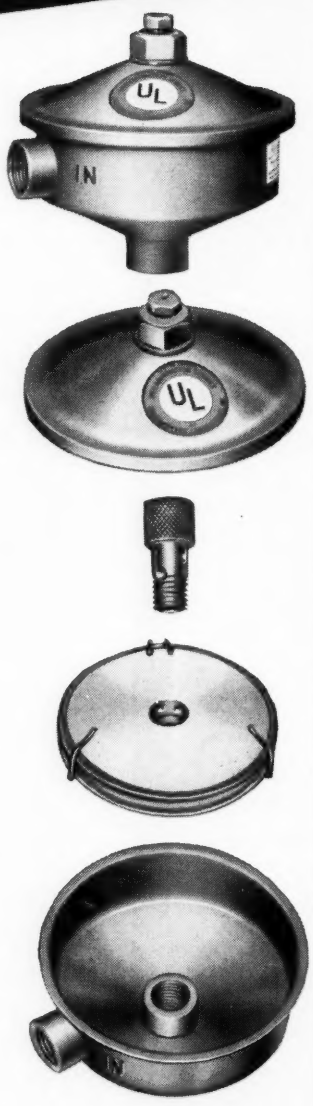
A sensation in the oil burner field

SPARKLER FUEL OIL FILTER...

surface type Model OB

DISTINCTIVE FEATURES

1. A quality filter that will continue to operate under adverse conditions. No sudden stoppage of burner that necessitates night service calls.
2. Lint free filtering element is rayon filter paper that positively eliminates the possibility of lint clogging nozzle screens.
3. Large filtering area in a minimum space. More filtering surface is provided in a smaller space than possible with deep type filter. One set of filter elements will last an entire season in the average home installation.



Surface type filtration as used in the Sparkler Model OB fuel oil filter has been used for many years in industrial filters for the removal of fine microscopic particles of residue. Sparkler surface type filters are used in processing petroleum products such as lubricating oils, heavy diesel oil and other oil stocks.

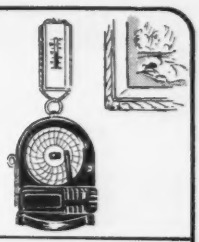
Now for the first time a fine grained surface type filter is available to the fuel oil trade. A filter that will remove all dirt and deposits found in storage tanks and at the same time eliminate the danger of sluffed off fibre particles clogging screens and causing sudden stoppage of burner.

Write today for special information about service dealer franchise

SPARKLER MANUFACTURING CO. 200 Lake Street, Mundelein, Ill.

PORTABLE TEMPERATURE RECORDER . . .

Indispensable for SALES, INSTALLATION and SERVICE

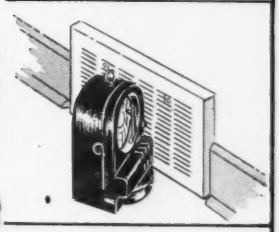


"Very useful for selling installation jobs."

"Very satisfactory for recording outdoor temperature for 'degree day' operations."

"Makes it easy to check proper thermostat location."

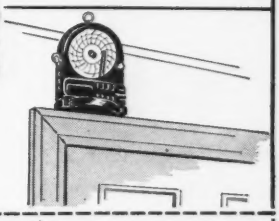
"Used all the time for balancing heating systems."



"Gives me proof of a good installation."

"Has been invaluable as proof in settling heating complaints."

"Helped me discover incorrect 'night set-back' of clock thermostat in seconds instead of hours."



The TEMPSCRIBE Temperature Recorder gives continuous time-temperature records of room temperature or of air temperature at any specific point, such as at the thermostat, at floor and ceiling levels, and above the radiators or in front of warm air registers. The temperature graph, as recorded on a 4" chart, shows at a glance the highest and lowest temperature during the test period, duration of any temperature extreme, and frequency and spread of temperature fluctuations. The instrument is compact, self-contained; no electrical connection; requires no watching. Can be stood anywhere or hung on wall. Available in ranges to cover —30° F. to +160° F. temperatures. Choice of spring wound chart drives: 8 hour, 24 hour, or 7 day rotation.

Ask your jobber about TEMPSCRIBE Recorders, or mail coupon for Bulletin 720

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He'll be a

BETTER SERVICEMAN

for Reading

BETTER OILHEATING

This new, enlarged edition is a practical book for servicemen to read at least once and also makes a good reference source for service problems. It's a compilation of articles thoughtfully selected from Fueloil & Oil Heat.

Bound in heavy paper covers. 8-1/2 by 11. There are 110 pages & nearly 140 illustrations as well as numbers of tables & short service hints. **$2**

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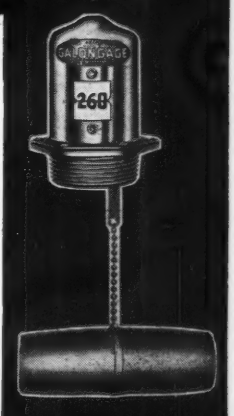
Galongage

THE IDEAL GUAGE . . . FOR BASEMENT TANKS!



CHECK THESE OUTSTANDING FEATURES

- Time and money saver—comes fully assembled.
- Accurate readings—measures in 10-gallon spacings.
- Precision built for years of service.
- Eye appeal and easy readability.
- Listed as approved by Underwriters' Laboratories.

When making replacements and checking oil burners for greater efficiency, install *Galongage.*

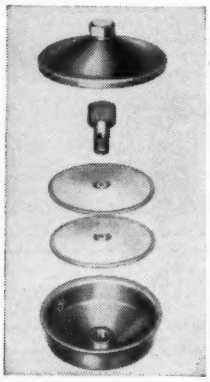
When ordering, specify depth of tank and size of opening.

APPLIED MECHANICS COMPANY
167 OLIVER STREET, BOSTON 10, MASSACHUSETTS

New Products

Sparkler Oil Filter Features Mechanical Seal

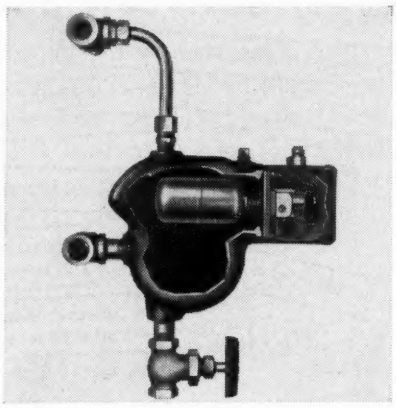
MODEL OB fueloil filter, announced by the Sparkler Mfg. Co., Mundelein, Ill., employs a surface type filtration principle that is described as removing fine particles of dirt and jell deposited not normally eliminated by oil filters. The unit features a mechanical seal that prevents oil from by-passing the filter element and its hollow disc filtering design provides a maximum of filter surface in minimum space.



Filter elements used have controlled and graded porosity, made of a synthetic material that obviates the nozzle screens becoming clogged with fibres. The filter has been approved by Underwriters' Laboratories and is available in a wide range of sizes.

Watts Low Water Cut-Offs For Low Pressure Systems

FOUR MODELS of low water cut-offs, announced by Watts Regulator Co., Lawrence, Mass., are for application to low pressure systems. Model 89A, illustrated, is a control for gauge glass installation and features a surge-snubbing float chamber and a positive-acting mercury switch. It operates at a maximum steam pressure of 25 lbs. and is provided with a 1/4" tapping for a pressure switch. Its large mud space float chamber bowl offers no ledges for mud accumulation.



Model No. 93A is a unit designed for boilers provided with a 2½" tapping, with the same mechanical features of the float switch mechanism as the 89A. All parts of the body design that come in contact with water are bronze materials. No. 101A built-in type low water cut-off with a deep sediment chamber is a deluxe model for boilers provided with a 2½" tapping and No. 97A is designed for use on boilers having 1½" pipe tapping for cut-off. It is furnished with 1½" nipple.

Guardian Products Tank Valves Available in Four Series

FOUR SERIES of tank valves have been developed by Guardian Products Corp., Michigan City, Ind. Series No. 1200, furnished for flared, compression, hose or union connections in 3/8", 1/2" or 5/8" sizes for copper tube connections, are individual tank control valves. They also can be furnished in 3/8" or 1/2" sizes for tapered pipe thread on the inlet end. A two-tank control valve, series No. 1300, is designed to connect two tanks by inserting one valve in each tank and joining outlet union ends with pipe nipples to a single tee outlet. Manufactured

NOW... a Precision Level, Too!

DWYER TRANSPARENT

VISI-DRAFT

with Circular Level

Two Fine Instruments in One

Circular Level . . . gives both direction and amount of leveling necessary

Inclined Tube Draft Gage . . . gives continuous reading of actual draft changes

The long-famed DWYER Visi-Draft —the only truly pocket-size gage of its kind—now becomes a combination Draft Gage and Precision Level. By the addition of the circular spirit level built into the transparent plastic body, the Visi-Draft determines the level of oil burners and controls. Gets into those tight spaces or cramped corners with ease!

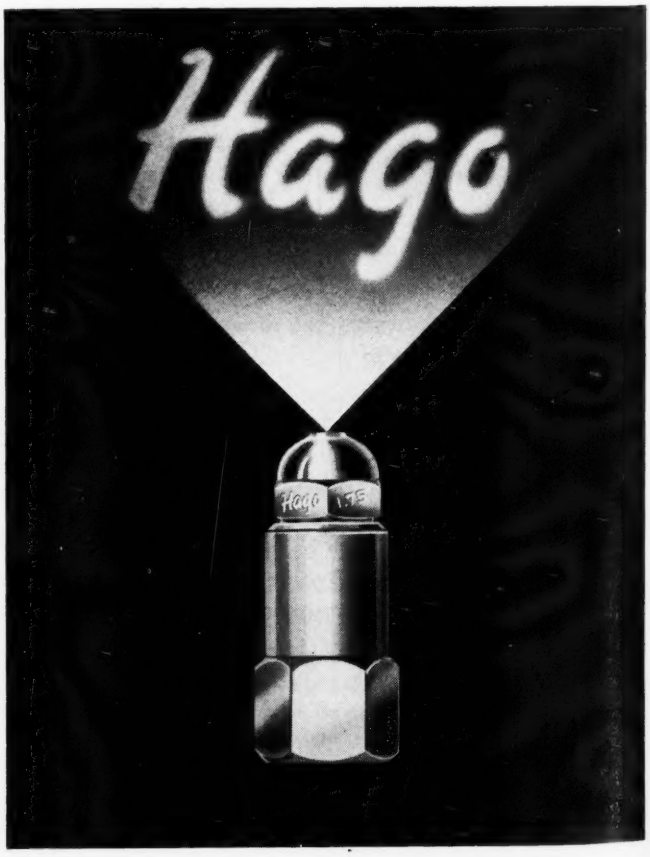
DWYER NO. 181 VISI-DRAFT

$7.75

Write for literature

F. W. Dwyer Mfg. Co.

315 South Western Avenue, Chicago 12, Illinois



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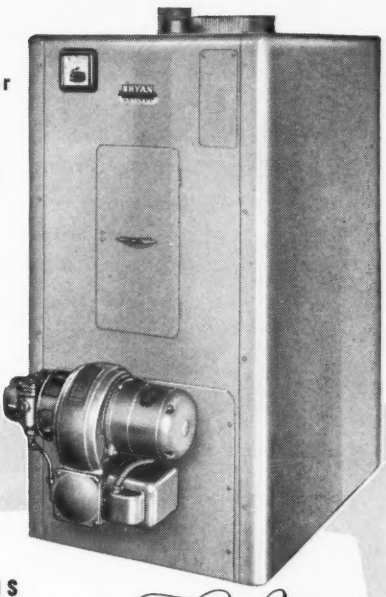
Designed Especially for

GAS or OIL



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BRYAN BOILER

adds *NEW* life to dealer sales plans!

Here is the original copper tube boiler with 25 years of successful performance . . . . A boiler that is almost revolutionary in principle. Look at these real, easy-to-understand values:

- Non-explosive. Bryan copper tubes are safe, even though controls fail.
- Fast Acting. Heat in unbelievably short time.
- Low Maintenance. No cracked sections—the copper tubes absorb the shock.
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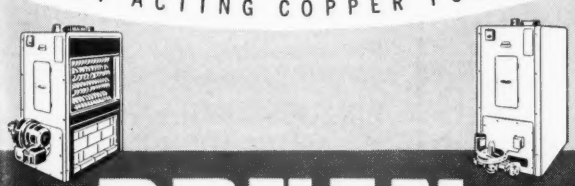
- Ten Sizes. 70,000 BTUs to 1,580,000 BTUs Hot water radiation 310 sq. ft. to 7050 sq. ft. Steam radiation 190 sq. ft. to 4400 sq. ft.

Ask your jobber salesman for full details or write for catalog.

BRYAN STEAM CORPORATION • PERU, IND.

FAST ACTING COPPER TUBES

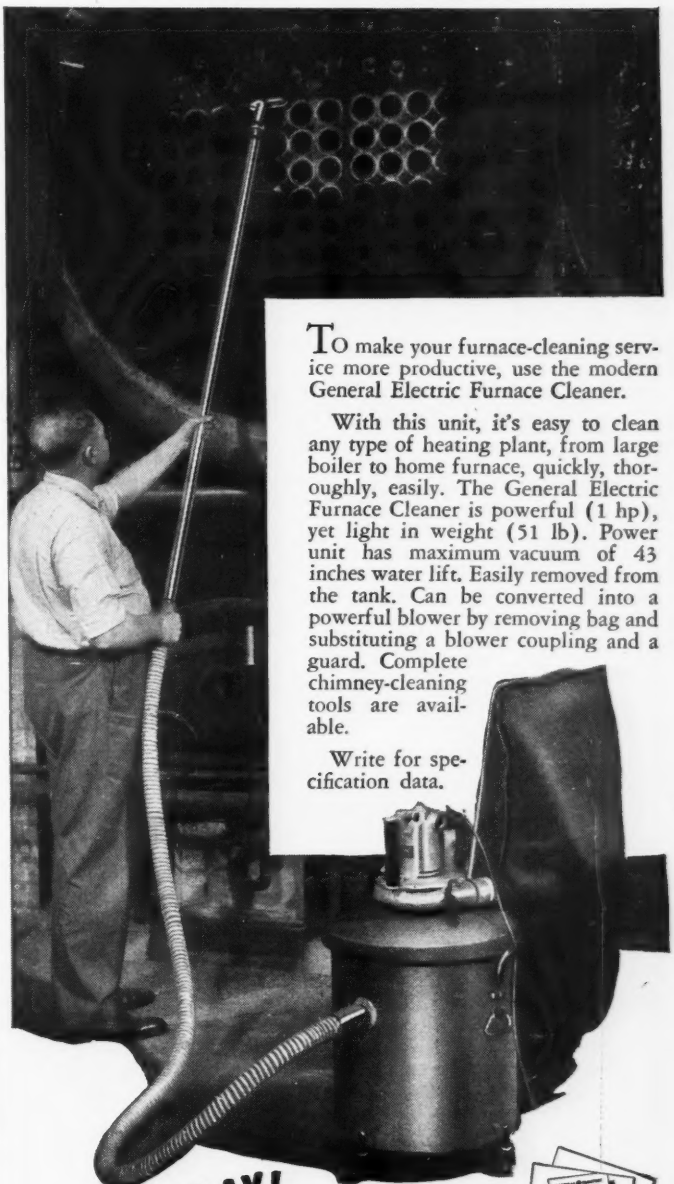


BRYAN

Copper Tube

BOILERS

It makes furnace cleaning a good business!

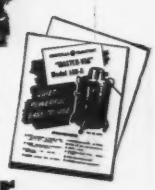


To make your furnace-cleaning service more productive, use the modern General Electric Furnace Cleaner.

With this unit, it's easy to clean any type of heating plant, from large boiler to home furnace, quickly, thoroughly, easily. The General Electric Furnace Cleaner is powerful (1 hp), yet light in weight (51 lb). Power unit has maximum vacuum of 43 inches water lift. Easily removed from the tank. Can be converted into a powerful blower by removing bag and substituting a blower coupling and a guard. Complete chimney-cleaning tools are available.

Write for specification data.

SEND TODAY! Learn all about this powerful, speedy unit—built to General Electric standards of performance and durability.



Furnace Cleaner

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY, Dept. 22-1614
1285 Boston Ave., Bridgeport 2, Conn.

Without obligation, send descriptive literature on General Electric Furnace and Boiler Cleaner equipment.

NAME.....

FIRM.....

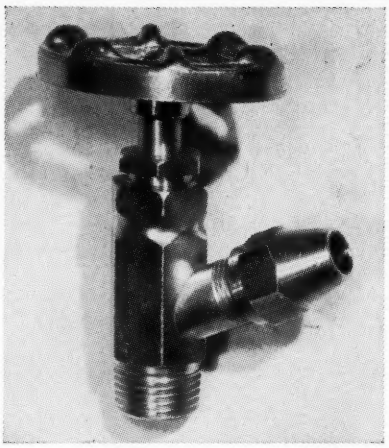
ADDRESS.....

CITY..... STATE.....

fuel oil heat

with an inlet end ½" I.P.T. male threads, outlet ½" union female threads, with tee furnished for ⅜" or ½" O.D. tubing, flared or compression outlet ends and both connecting ends of tee ½" I.P.T. female threads.

The No. 1600 series, made for the states of Washington and Oregon where above ground tanks are not permitted, has a double flared outlet, one going to the buried tank, the other outlet running directly to the unit. The No. 1900 series is equipped with an outlet that permits connection to an oil filter.

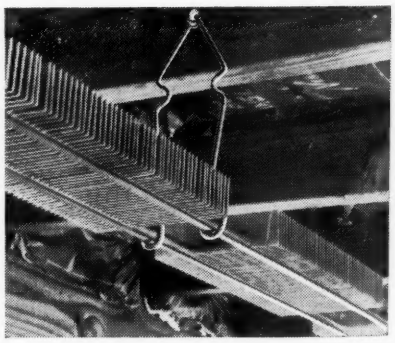


Manufactured from brass bar stock, the valves employ metal to metal seating and a special brazing which joins the outlet to the body by a silver solder process. Packing nuts are adjustable and packing is removed easily.

Kritzer Radiant Coils For Hot Water Heating

TWO 5-8" COPPER TUBES, mechanically bonded to aluminum fins and arranged in sections, comprise the radiant heating coils developed by Kritzer Radiant Coils, Chicago 25, Ill. Designed for installation between joists or in wall spaces of buildings, units are fitted crosswise to joists, the finned sections lying between the joists and the bare tubing runs hanging below or in notches in the joists. When hung below joists, 2" furring strips are applied, to which the ceiling is attached.

Kritzer coils are sold in standard lengths of approximately 10 ft. to fit 12", 16" and 24" joist spacings, packed 8 lengths per carton. Coils are suspended by Red Head hangers, placed on every joist. Connections are soldered in lower position on the hanger, and coils snapped



into permanent position and hanger ends bent up. After cleaning and fluxing of surfaces has been completed, to connect runs a Kritzer solder ring is inserted into each expanded tube end, coil sections are joined and soldered without using connecting couplings.

Edco Flame Mirror Has Flexible Handle

LIGHT WEIGHT and a flexible handle which can be adjusted to reach all parts of the oilheating system are features of a new Flexible Inspection Mirror announced by Eddington Metal Specialty Co., Eddington, Pa. The 21-in. handle can be turned to reach the hard-to-see parts of the system for inspection and

WINDSOR VILLAGE
INDIANAPOLIS

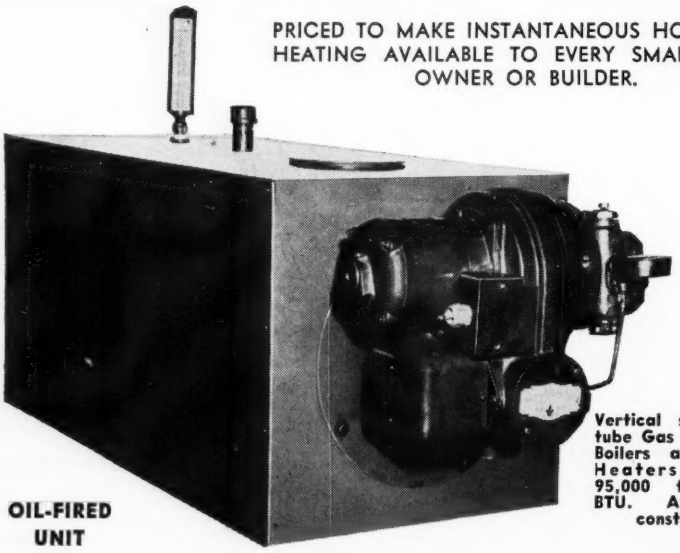
Another

DEWEY-SHEPARD SMALL HOME BOILER

INSTALLATION

Three Hundred Thirty Six Families will enjoy the luxury of Panel Floor Heating generated by DEWEY-SHEPARD gun type Small Home Water Boiler-Burner units.

PRICED TO MAKE INSTANTANEOUS HOT WATER HEATING AVAILABLE TO EVERY SMALL HOME OWNER OR BUILDER.



OIL-FIRED UNIT

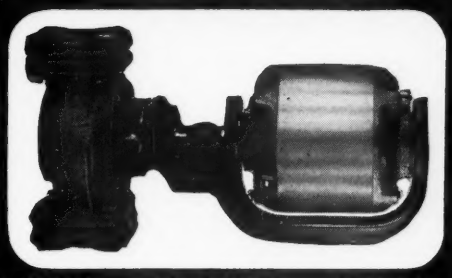
Vertical steel fire tube Gas or Oil fired Boilers and Water Heaters, capacities 95,000 to 600,000 BTU. ASME Code constructed.

See Your Wholesaler or Write Direct to

DEWEY-SHEPARD BOILER CO.

1311 NORTH CAPITOL AVE. INDIANAPOLIS 2, IND.

GLOBE *Hot Water* CIRCULATORS



QUIET! TESTED! GUARANTEED!

SAVE ON THIS QUALITY-ENGINEERED CIRCULATOR

- Hardened steel shaft, precision ground.
- Patented, rotary-type carbon and hardened, stainless steel water seal.
- Extra long, OILITE, oil-impregnated bronze bearings.
- Flexible neoprene coupling.
- 1/6 hp. Westinghouse, or equivalent, motor.

Precision-engineered, tough, and rugged. The GLOBE Hot Water Circulator cost less than other circulators of comparable quality.

Manufacturers of Low Water Cut-Offs and Controls for a Quarter Century.

GLOBE CONTROLS CO.

81 WARREN ST. NEWARK 2, N. J.

EXCLUSIVE TERRITORIES AVAILABLE

SELL KLEMM FILTERS With Every Summer Service Job!

THREE BIG ADVANTAGES!

- *Good profits on each sale*
- *Repeat orders on Chemistone element*
- *Cuts down service calls and builds customer good will*

Klemm offers a complete line of fuel oil filters, both glass and metal bowls. All filters have the famous Chemistone filtering element. Suggest a Klemm Fuel Oil Filter on every call and watch your sales grow! Write today for illustrated folder.

Model 430G

KLEMM FUEL OIL FILTERS

1718 N. Damen Avenue • Chicago 47, Illinois

Export Division: Guiterman Co., Inc., 355 Williams Street, New York 4, New York

NOW is the TIME to "CLEAN-UP"

with a

GRAND RAPIDS FURNACE CLEANER

Act Now! Get in on this year's cleaning profits. *Order a Grand Rapids Furnace Cleaner.*

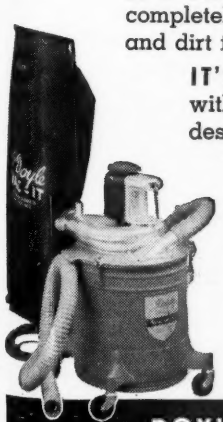
IT'S FAST—Handles twice as many jobs as the ordinary furnace cleaner.

IT'S THOROUGH—High velocity suction completely removes ashes, soot, scale and dirt from every type of heating plant.

IT'S COMPLETE—A packaged unit with practical cleaning attachments designed for fast, easy cleaning.

IT'S PROFITABLE—The trouble-free operation and speedy service of the Grand Rapids Furnace Cleaner puts extra profits in your pockets.

Send today for complete information about the Grand Rapids Furnace Cleaner.



DOYLE VACUUM CLEANER CO.

233 Stevens St., S.W. Grand Rapids 7, Michigan

STEP UP your circulation with AUTO-VENT *Air Eliminators*

Simple as A-B-C . . . yet positive in action every time! Sure-cure for air pockets and air traps that hold up the free circulation of water or other liquids flowing through pipes—pressures to 75 lbs. Simple in construction—easy to install!

Built of brass with self-closing float operated valve. Withstands high temperatures, oil and other adverse conditions. **Try these No. 7 Auto-Vents once, and you'll use them on every job. They're that good, yet NOT expensive.**

★ ★ ★

IT WILL PAY for you to have information and prices on the complete Maid-O'-Mist line which includes other types of air eliminators, and heating specialties. Write us today, or see your jobber!

HERE'S HOW TO VENT!

- Hot Water Heating Lines
- Hot Water—Convectors Unit Heaters Baseboards
- Cold Water Lines
- Coils, Tanks, Etc.

MAID-O'-MIST INC.

AUTOMATIC HUMIDIFIERS FOR ALL TYPES OF HEATING SYSTEMS

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CHICAGO 41, ILLINOIS

FINER PERFORMANCE *with...*

Manufacturers of Quality Heating Equipment Since 1928

WEATHERALL OIL BURNERS

CONVERSION OIL BURNERS

WARM AIR UNITS

HOT WATER UNITS

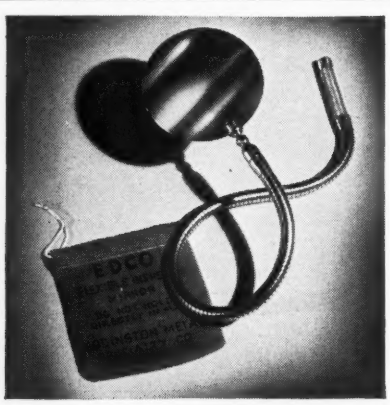
STEAM UNITS

"Weatherall" MODEL AL

Open Territory for Aggressive Distributors Available

Weatherall Engineers, INC.

387 CHARLES STREET, PROVIDENCE, R. I. TELEPHONE DEXTER 2883



check-up. The stainless steel mirror is permanently attached to the handle which can be coiled into a small box. A small drawstring bag protects the mirror when not in service.

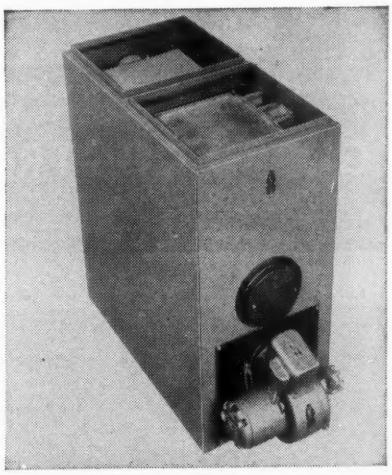
Scovill Uniflare Fitting Self-Flaring and Leakproof

UNIFLARE, offered by Scovill Mfg. Co., Waterbury 91, Conn., is a self-flaring, leakproof tube fitting that can be taken apart and reconnected many times without weakening the seal or damaging the flare. It has two parts, body and nut, and under ordinary wrench force, the thrust collar in the nut shears off and clamps onto the tube to form a sealed joint.

No special skill or flaring tools are required for assembly. Among other features reported for the fitting are its 37° flare, an inverted-type joint with multiple sealing surfaces and intimate tube support to minimize vibration fatigue. Made in a complete range of sizes and shapes, Uniflare fittings are used with copper, aluminum, monel and annealed steel tubing.

Herco Furnace Unit Offered In Three Sizes

A STAINLESS STEEL oilfired warm air unit, announced by Herco Oil Burner Corp., Lancaster, Pa., is offered in three sizes, ranging from 65,000 to 110,000 Btu. Two models are available, one a low boy for ordinary requirements, the other a highboy for utility rooms or small basements. All fire travel to the flue moves across stainless steel surfaces, made of light gauge for faster heat transfer.



Standard features include a dynamically-balanced Sirocco blower, large corrugated stainless steel heat exchanger, double wall stainless steel combustion

McCORKLE 412 PKG. SET

A NEW LOW COST CONTROL

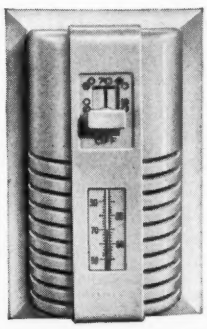
For Natural Draft Burners

Easy to install—just plug it in. No licensed electrician required.

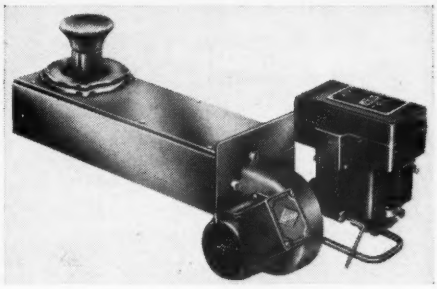
Emergency operating lever—automatically resets.

Accurate dependable Thermostat with positive night cut off.

HIGH QUALITY—LOW PRICE



D. H. McCORKLE CO. Box E, Station A, Berkeley, Calif.



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THE BURNER FOR LOWEST COST HEATING!

Look for the

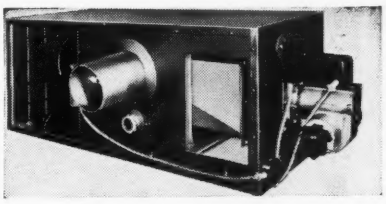
KRES-KNO *Ball Flame*

VAPORIZING OIL BURNER

Low Initial Cost • Completely Automatic
Economical • Trouble-Free • Underwriters' Lab. Listed

KRESNO-STAMM MFG. CO. (America) Inc.
PALISADES PARK, N. J.
Kresno-Stamm Manufacturing Co., (Canada) Ltd.
1452 Drummond St., Montreal 25, P.Q. — Factory: Granby, P.Q.

chamber and heat economizer. All models have 18" square warm air outlets and one of the highboy models employs a propeller-type fan instead of a blower.



Auburn Ceiling Furnace Fired with Gun Type Burner

FOUR MODELS of ceiling-suspended oilfired unit heaters, announced by Auburn Burner Co., Auburn, Ind., can be furnished with propeller type fans and five are offered with squirrel cage type blower wheels. Capacities range from 150,000 to 300,000 Btu output, firing rates from 1.25 to 2.5 gph for four models of each type, with an 80,000 Btu model, fired at .75 gph, available in a squirrel cage type blower model.

Heat travel is into a specially-designed stainless steel combustion chamber and through baffled double radiators. The burner is of the flange-mounted type. Four clean-out plugs are provided, along with an observation for inspecting the flame. Two warm air outlets, one on each side of the unit, can be equipped with straight or 90° louvers, or furnished without louvers to meet individual needs.

Delco-Heat Model OVC Furnace-Burner Units

DESIGNED to meet the requirements of today's small home owner, Delco Appliance Div., General Motors Corp., Rochester, N. Y., has announced an OVC series of furnace-burner units. Burning either gas or oil, oilfired models

FOR Quality INSTALLATIONS

WRITE FOR COMPLETE INFORMATION

BOSTON MACHINE WORKS COMPANY

Oil Heating Supplies Division, Manufacturers, Lynn, Mass.

Solenoid STAINLESS STEEL *Valves*

FOR OIL BURNERS

For increased customer satisfaction, always install Skinner Valves on new burners and as replacements. Soft synthetic inserts assure long life without leakage. Spring loading positively opens or closes valve in any position. Coils impregnated to withstand moisture. Available for drip eliminator, cut-off, pressure relief, gas ignition, shut-off, shut-off metering, shut-off with manually adjustable by-pass. All models for continuous or intermittent duty.

New Bulletin No. 492 contains complete data and prices. Write for FREE copy.

Skinner **ELECTRIC VALVE DIV.**
THE SKINNER CHUCK COMPANY
137 Belden Ave., Norwalk, Conn.

The Most Widely Used Ignition Assemblies for Oil Burners

DIELECTRIC

ELECTRODES • BUS BARS
INSULATORS • CABLES

STANDARD AND SPECIAL ASSEMBLIES IN ALL TYPES AND LENGTHS

The majority of oil burners being installed or serviced today are equipped with Dielectric electrode assemblies . . . and for good reason—

1—They are made with the finest steatite insulators and electrode tips . . . in any designs to meet specific burner requirements.

2—They have all Underwriters Laboratories, Inc., approvals.

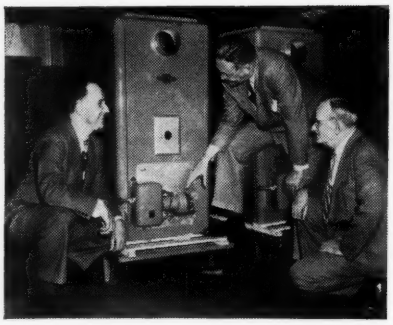
3—Standard assemblies are available for quick delivery.

4—Assemblies with special insulator and electrode sizes and shapes can be made on short notice.

In addition, Dielectric high tension cable assemblies and Dielectric bus bars for transformer and electrode layouts are available for any practical burner hook-up.

Let Dielectric's complete, prompt engineering cooperation help improve your burner and expedite production. Write for bulletin.

DIELECTRIC
PRODUCTS CO., Inc.
125 Virginia Ave., Jersey City 5, N. J.
Boston • Philadelphia • Des Moines



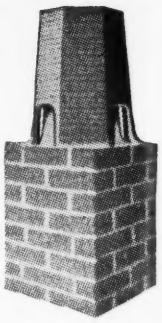
The first *Delco-Heat OVC Conditionair off the production line is examined by P. H. Rutherford, center, Delco Appliance general manager; A. C. Freimann, left, Delco Appliance general sales manager and A. R. Mann, right, Delco-Heat sales manager.*

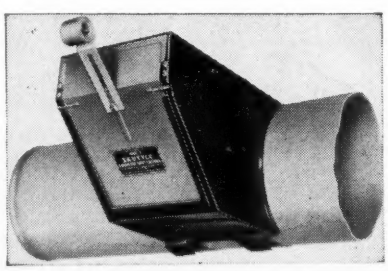
are fired with vaporizing burners, consuming 1/10 gph on pilot fire, ¾ and ½ gph on high fire. Three models, each with 22.34 sq. ft. of heating surface, are rated at 63,700, 62,500 and 51,500 Btu output at the grille. Two models are forced air units, employing ¼ hp blower motors; the third is a gravity unit.

Model OVC-75H is a unit designed for utility or closet installations, with the furnace set on top of the blower-filter assembly; model OVC-75L is recommended for basement installation where overhead space is restricted and locates the blower-filter assembly at the back of the unit. For both, manually controlled or automatic humidifiers can be furnished.

Hard Burned Fire Clay Venturi Chimney Caps

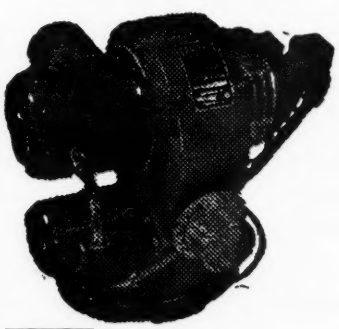
THREE SIZES of chimney caps are being offered by Venturi Chimney Cap Co., Cleveland 9, Ohio, to accommodate flue sizes from 8" round or 8" x 8" square up to 12", 12" x 14" rectangular and intermediate inside diameters. The units are of two piece construction, designed to prevent down drafts, reduce required chimney height and assure positive up-draft in the chimney. Being just what the name implies, caps utilize the Venturi tube principle, combined with a low pressure area.





Type F Windmaster *barometric draft control, made by Skuttle Mfg. Co., Detroit 7, Mich. Reviewed on page 100 of our March issue, the illustration was shown upside down, in which position we are informed the control will not function. The above view illustrates the Type F in an upright, operable position.*

CUT FUEL COST NOW



PATENTED

WITH THE NEW TRU-HEET OIL BURNER

Equipped with

SHELL DEVELOPMENT CO. COMBUSTION HEAD

Also

Many Other New Features

- CO_2 high as 15%—no smoke
- Fuel savings high as 30% and over
- Oil rate 0.50 to 10.00 G.P.H.
- Thousands of proven installations, since 1945

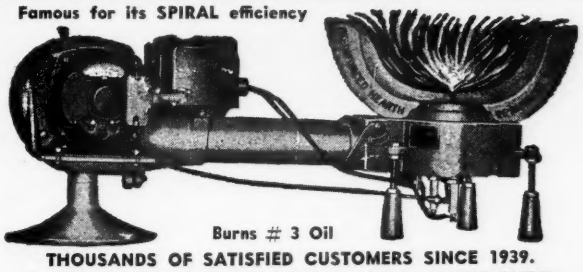
Also Boiler & Warm Air Units

Direct your inquiries to

TRU-HEET COMPANY
542 MILLER AVE.
TRENTON 10, N. J.

Manufacturers of Fine Oil Burners Since 1928.

Famous for its SPIRAL efficiency



Burns # 3 Oil

THOUSANDS OF SATISFIED CUSTOMERS SINCE 1939.

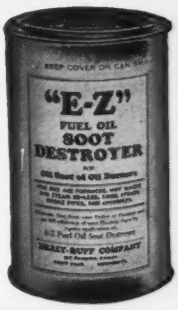
JACKSON VERTICAN OIL BURNER

It burns oil at the Grate level, not in the Ash-Pit. It is easy to install, no combustion chamber to buy. It fulfills any Job, Domestic or Commercial. Best Bet for a Dealer who wants sales. Write for details.

AMERICO ENGINEERING CO.
6791 Jackson St., Baseline, Michigan

E-Z SUMMER CLEAN UPS

E-Z Fuel Oil Soot Destroyer will clean many thousands of oil-fired furnaces this Summer. Its speed (one application does the job), its thoroughness in eliminating all soot, its safety and low cost per job, make E-Z a big profit item. (Good for fuel oil soot only.) Keep a 5 lb. Can in each service truck, always. Stock the 1 lb. Can for direct sale to customers. If your Distributor cannot supply you, order direct.

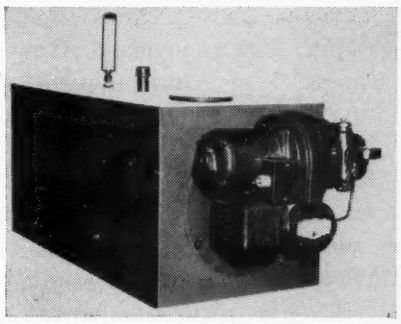


No. 1 Pkg. approx. 1 lb. . . . List $1.00 ea.
No. 5 Pkg. approx. 5 lbs. . . List $4.50 ea.

Special discount to Distributors on quantity purchases, allows for extending regular discount to Dealers and Servicemen.

HEALY-RUFF COMPANY
797 Hampden Avenue • St. Paul 4, Minnesota

Made of hard burned fire clay, they employ no moving parts and are recommended as particularly useful with vaporizing and rotary type oilburners. The area between the two cones that make up the unit is described as diverting 80% of rain, sleet and snow and prevent it from entering the chimney proper.



Dewey-Shepard Boiler Is Horizontal Hot Water Type

A HOT WATER BOILER, announced by Dewey-Shepard Boiler Co., Indianapolis 4, Ind., is a horizontal type model, which can be fired either with a gun type or Breese burner. Maximum capacity of the unit is 70,000 Btu and when fired with a gun burner the firing rate is ¾ gph, 2/3 gph with the Breese burner.

The boiler itself is cylindrical and can be furnished with or without jacket. Outside jacket dimensions are 18" square and 39" long, with the burner projecting from the jacket. Designed particularly for baseboard, floor or ceiling panel hot water heating, the unit recovers 93 gals. of water per hour at 87° rise.

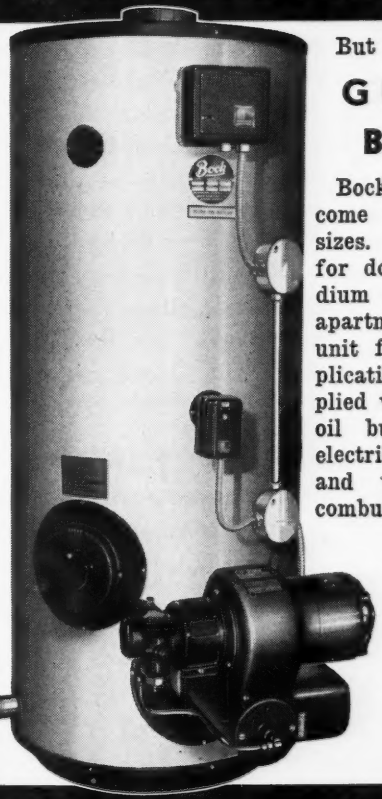
In addition to the new model, Dewey-Shepard manufactures also its regular line of vertical fire tube steel boilers, with capacities from 95,000 to 500,000 Btu.

ARE YOU MISSING A GOOD DEAL?

General Filters thinks you are if you don't install a General Filter for every one of your fuel oil burner customers. It's a "good deal" for the customer since it greatly aids in eliminating troubles due to clogged nozzles and it's a profitable service item for you. If you haven't already done so, investigate by writing to your jobber or directly to us.

GENERAL FUEL OIL FILTER
12890 WESTWOOD AVE.
DETROIT 23, MICHIGAN

Sell an **OIL WATER HEATER**



But be sure it has a

GUN TYPE BURNER

Bock Water Heaters come in three popular sizes. A 30 gal. model for domestic use. A medium sized model for apartments and a large unit for heavy duty application. They are supplied with or without the oil burner. Come with electric wiring in place and with a removable combustion chamber

★ *Reliability*
★ *Satisfaction*
★ *Repeat Sales*

Water Heater Headquarters

BOCK Corporation, Madison, Wisconsin

Sundstrand OIL BURNERS

WRITE US FOR COMPLETE INFORMATION

THE "CUSTOM-BUILT" LINE FOR FORTY-NINE

FLANGE OR FOOT MOUNTED • FIRE TESTED • PRECISION MADE

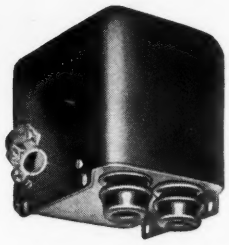
SUNDSTRAND ENGINEERING CO.
ROCKFORD, ILLINOIS

DONGAN TRANSFORMERS

For Oil Burner Ignition

It is not just happenstance that Dongan Transformers render outstanding performance in oil-burner installations. Dongan's oil-burner type of transformer was designed especially to meet the particular requirements of oil-burner ignition. This accounts for its perfect functioning under any and all conditions.

Quick Delivery!



Voltages from 5,000 to 14,000. A variety of sizes and mountings. Special types built to specifications.

Dongan Electric Manufacturing Co.
2981 Franklin Detroit 7, Mich.
"The Dongan Line Since 1909"

WRITE FOR LITERATURE

Vaporizing Burners

(*Continued from page 55*)

smoke pipe of other heaters. In cases such as this, the chimney must be capable, when hot, of furnishing the total draft required for all heaters.

Since the draft requirement for a natural draft type vaporizing pot burner is a direct indication of the reduction in atmospheric pressure necessary to induce the proper quantity of air for clean combustion, it follows that if the draft is insufficient there will be smoking. This is caused by a lack of the necessary quantity of air. The higher the draft requirement of the burner, the more it will smoke when draft falls off. Correspondingly, the lower the draft requirement, the less sensitive the burner will be to such a condition.

Because of this, if draft is deficient and the lack of it cannot be corrected, there must be a decrease in the amount of oil being supplied to the pot.

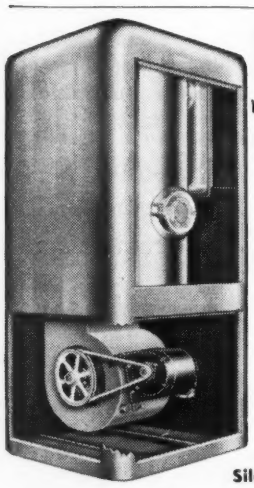
If the specified draft requirement of a natural draft vaporizing burner is from .06 to .08, the high fire oil flow rate should be decreased 9 percent for each .01 of the draft that the chimney fails to produce. Thus if a natural draft burner required .08 of an inch of water draft and the chimney could only produce at high fire .06, the oil flow rate at the burner should be reduced 18 percent. If a burner requires only .04 or less draft, the adjustment can be made by reducing the oil flow rate and using the glass rod test mentioned above to assure that the fire is clean.

Excess draft will result in roaring, noisy fires; erratic flame temperatures and improper flame position. The fire will be elongated and lifted a considerable distance from the ring. It can also result in the destruction of the metal surfaces of the pot by causing an excessive metal heating and oxidizing effect similar to that produced by a forge fire. The draft regulator should be able to control this condition. If, however, the draft is so intense that the regulator cannot cut it down enough, install *another* draft control as close to the furnace as possible. Two draft controls can take care of the most excessive draft conditions.

It should be remembered that no pot burner can do a good job, no matter how closely calibrated unless it is level.

If a pot is not level, the following conditions can occur: (1) Smoking on pilot and low fires; (2) Improper location of low fire below ring; (3) Smoking and formation of carbon on high fire; (4) High fire burning to one side; (5) Oil puddling in lower side of pot. All of these conditions mean carbon and soot with its required thorough cleaning job. A vaporizing burner that is not level cannot function properly.

Although the cabinet or heater may be the most convenient place from which to level a burner, it is far from the best. Many heaters may be level themselves while the pot within is not. Whenever possible, level the burner pot at the top and at the side. This will assure the proper leveling and provide the basic condition necessary for properly placed fires. The oil valve itself should also be checked by a level to make certain that it is straight. A level float valve is necessary for unimpeded float action and proper oil flow rate. Checking the level position of the pot and valve should be in the mind of every mechanic that approaches one of these burners.



HIGHER HEAT OUTPUT AT A NEW LOW COST

Silent Sioux Winter Air Conditioner

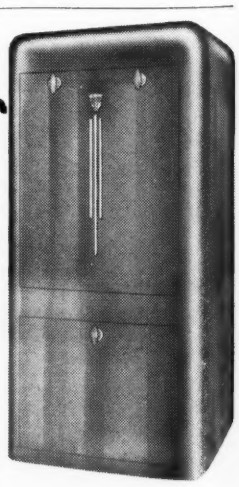
Post-war quality . . . at pre-war prices! That's why Silent Sioux dealers maintain their leadership. Not only for service but also for new equipment sales. It is also the reason that this improved Silent Sioux Oil Burning Winter Air Conditioner is the best value for the home furnace market. Designed to heat the larger home, it delivers 85,000 B.T.U. All-automatic operation from the wall thermostat, it delivers air-conditioned heat at a constant, even temperature. Finish is in attractive gray hammertone. For a large store, garage or similar industrial installation, a bonnet fitted with directional louvres is available at slight extra cost.

Sell SILENT SIOUX in '49 . . .
and watch your sales curve really climb!

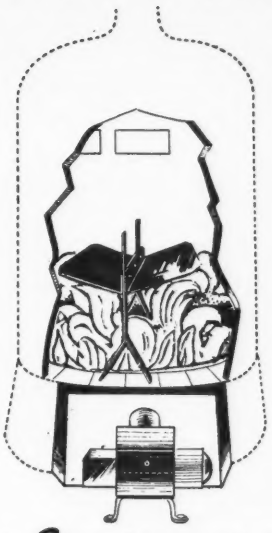
Silent Sioux Oil Burner Corp. Dept. FO79 Orange City, Iowa

- 85,000 B.T.U. OUTPUT . . . HEATS THE LARGER 6 and 7 ROOM HOME
- FORCED DRAFT FB-14 BURNER
- FORCED CIRCULATION 1200 CFM
- ONE COMPLETE PACKAGE UNIT
  Comes with burner, blower, belt, pulleys, limit control, fan switch, oil control, fused entrance switch, wall thermostat, and draft regulator.

Gentlemen: Dept. FO79
I want to know more about the Silent Sioux Winter Air Conditioner. Please send full information without any obligation on my part.
Name .....
Address .....
City .....State.....



SAVE UP TO 25% ★ MORE HEAT ★ LESS FUEL ★



SELL—Fyr-Disk Fuel Savers
BUILD—Customer Confidence
PROFIT—Sell on Service Calls

Thousands of Fyr-Disk chrome-steel baffles are now in use—their value and utility is proven. A carton of these light-weight, (4 lbs.) quickly installed (10 Min.) fuel savers should always be in every serviceman's truck. They provide an effective way to eliminate smoky fires by improving combustion, lowering stack temperatures, retarding flow of heated gases. Reduce nozzle size by ¼ghhr and prove to your customer a Fyr-Disk pays for itself in less than one season.

You can really double your money with the generous dealer discount. Retail price of 12" Fyr-Disk is $9.75. They are individually packaged and sold to the trade in cartons of 5. Immediate shipment. Write for price schedule and full details.

SOLE MANUFACTURERS AND DISTRIBUTORS

Bridges Engineering Co., 17 PRESCOTT ST., ARLINGTON 74, MASSACHUSETTS

Oilheating Trends

(*Continued from page 11*)

expecting prices to go down, 44% think they'll fall ½¢; 23% look for a cent drop; 15% expect two cents; 10% believe it will be ¾¢ and 8% anticipate 1½¢ decline. The average of all drop estimates is just under a cent a gallon.

There is a small geographic difference in price drop expectations. The East has had considerably more fueloil price decline to date than the Midwest and West. Eastern marketers looking for further drops are 69%; Western 78%.

DEALER COMMENTS: Typical of opinions on the month's questions were these . . . "Please note that the proper way to make a price differential for large and small tanks in a market with a single posted price is to allow a 3/10¢ discount from posted on deliveries over 300 gallons and add a 3/10¢ premium on deliveries under that" . . . "Fueloil should be selling to the customer for about 9¢ a gallon" . . . "We believe the guarantee against price drop will be a stabilizing factor" . . . "Gas has our market licked almost completely due to high oil price" . . . "Major oil companies better wake up and drop the price under 10¢—gas is becoming strong competition and some people want to wait for 'natural' gas" . . . "Don't believe suppliers guarantee prices without being reasonably certain they won't fall" . . . "Residual oil market very unstable—three reductions to date and price cutting is widespread" . . . "A down trend in oil price will help us fight low priced gas" . . . "September 1 guarantee is too early to be effective; should be November 1" . . . "Our oil price must drop 4-7/10¢ to compete with gas" . . . "Business looks good in our town but salesmen are scarce". . ."The oil industry needs the Federal Trade Commission."

Selling Is Not Enough

(*Continued from page 52*)

In order to say anything convincingly, you must believe it and to believe it you must know. It is as simple as that.

GARDNER: What about price? Isn't that an important part of supplier-distributor relationship?

SALES EXEC.: Price is a relative consideration. The oil industry is an extremely complex organism usually having a nice balance in prices of raw material (crude) and finished products at any point of delivery. This is after due allowances are made for processing costs, transportation and storage expenses. Sometimes supply and demand get out of balance and cause price fluctuations which we get concerned about, because we're afraid that the balance will be upset. Then too, we become concerned about downward price trends interfering with off-season stockpiling.

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★ EFFICIENT
★ DEPENDABLE
★ QUIET

Highly Profitable Franchises Available for Dealers and Distributors

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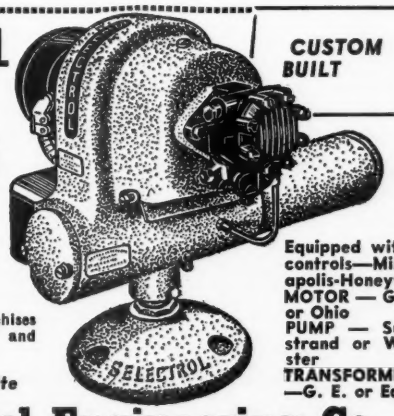

CUSTOM BUILT

Equipped with 3 controls—Minneapolis-Honeywell MOTOR — G. E. or Ohio PUMP — Sundstrand or Webster TRANSFORMER —G. E. or Equal

Selectrol Engineering Co.
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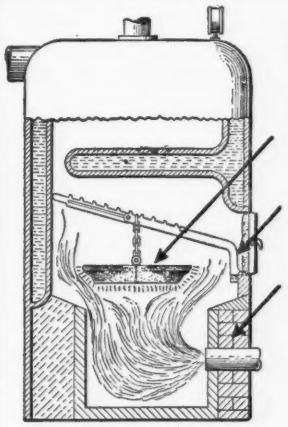


IRON-HIDE
High Quality—Low Price

HINGED, FOLDING BAFFLES

•

ADJUSTABLE BAFFLE SUPPORTS

COMBUSTION CHAMBERS (INSULATING TYPE) ALL SIZES & SHAPES

IRON-HIDE REFRACTORY PRODUCTS

DOCK ST., MATAWAN, N. J.

This stockpiling must be done to meet the needs of the consuming season ahead. What we really ought to worry about is that low prices cut into profits, and the loss of profits decreases the possibility of giving good service at all levels, but most particularly at the consumer level.

There is another real danger, and it played a big part in the industry's lack of preparedness for the winter of 1947-1948. The lack of profit in making heating oil is a serious threat to having enough oil. Today heating oil is selling below the price of crude. We can't expect the refiners to be philanthropists for long.

In my opinion, price is far less important than what a customer gets for the price. One distributor can undersell his competitor by one-half cent a gallon and be over-charging his consuming trade measured by the true yardstick of value.

By the same token, one supplier can offer oil at two-tenths cent under his competition and if he is unreliable and opportunistic, gives his distributor no servicing, employs poor salesmen or none at all, he is charging too much.

Don't ever worry about your competitor's prices, but be sure you are giving your customers value. Try to drive the same thinking home to any distributor who is inclined to use price to sell his consumer trade.

Price is over-emphasized in our industry, and service is very much underemphasized. What the consumer wants is good reliable heat at a fair price. His confidence is disturbed by these intra-industry spasms of shortage, high prices, abundance and low prices, and then more of the same all over again. Witness the example of the gas company. In Philadelphia the other day, one of the gas companies, with distribution within the city proper, took on 6,000 new heating accounts. The books were closed seven days after the campaign opened. They now have over 50,000 accounts using gas heat. These accounts pay a price which is roughly the equivalent of 14.5¢ heating oil. The tank wagon market for #2 oil today is 10.4¢. Our industry's principal competitor increased its business in Philadelphia over 15% in a week. It sold automatic, trouble free heat at a premium of 35% over the cost of oil. And we worry about price! How long is it going to take us to reach maturity in our sense of values?

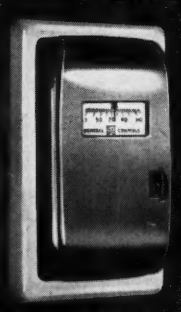
Next week you will call upon our distributors with a new point of view. Remember that they have been struggling with these distribution problems for many years, and you are now joining them in their struggle. They don't want school teacher advice, but will welcome frank discussion and counsel which is the result of real study and understanding. We are their partners and we want to help. Your role in the picture is not unlike the friendly country doctor who cheerfully accepts the responsibility for the good health of the population of a community. You should accept the responsibility for the business health and longevity of our distributors. Selling alone is not enough.

Good luck.

◈

Jack C. Burns has been named agent to handle the sale of brass goods, copper water tube and pipe in the Pacific Northwest for Bridgeport Brass Co., Bridgeport 2, Conn. Mr. Burns will have his office in the Terminal Sales Bldg., Seattle, Wash.

TOMORROW'S AUTOMATIC CONTROLS TODAY •



GENERAL CONTROLS MODERN, COMPACT SNAP-ACTION T-70 THERMOSTAT

Sets a new standard of Functional Beauty and Accuracy in remote control of room temperatures. This graceful, streamlined instrument extending only 1" from wall, has a stainless housing mounted on an ivory plastic base and lends enhancement to any scheme of room decoration.

The T-70 can be used either with the famed GENERAL CONTROLS B-60 "All-Gas" or the T-30 low voltage control systems, or any other standard low voltage control circuit.

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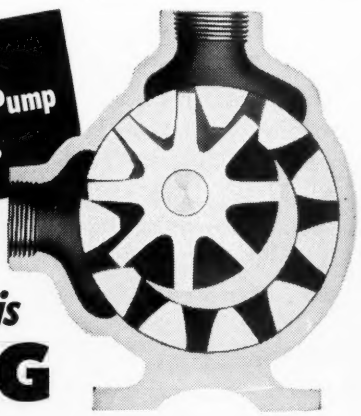
GENERAL CONTROLS
801 ALLEN AVENUE GLENDALE 1, CALIF.
Manufacturers of Automatic Pressure, Temperature, Level & Flow Controls

FACTORY BRANCHES: Birmingam (3), Boston (16), Chicago (5), Cleveland (15), Dallas (2), Denver (10), Detroit (8), Glendale (1), Houston (6), Kansas City (2), New York (17), Oklahoma City (1), Philadelphia (40), Pittsburgh (22), Seattle (1), San Francisco (7), St Louis (12) . . . DISTRIBUTORS IN PRINCIPAL CITIES

A Word For The Buyer of Rotary Pump Equipped Machines



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Look for it in the specifications of the equipment you buy, for it's your guide to the original, most copied of all rotary pumps.

VIKING rotary pumps, for many years, have been the choice of design engineers in the fuel oil field.

VIKINGS prolong the life of the equipment—stand up under the most rugged service. Manufacturer and user alike know the true value of the word VIKING—it means the leader followed by a host of imitators.

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See Our Catalog In SWEETS

Viking PUMP COMPANY Cedar Falls, Iowa

TOKHEIM Degree-Day Recorder cuts delivery and office costs

Reports B. C. Marlowe
Vice President in Charge of Operations
Smith Oil & Refining Co., Rockford, Illinois

SMITH OIL & REFINING CO.
Petroleum and Allied Products
ROCKFORD, ILLINOIS

February 25, 1949

B. C. MARLOWE

Tokheim Oil Tank & Pump Co.
Fort Wayne, Indiana

Gentlemen:

I think you will be interested in knowing that the Tokheim Degree-Day Recorder has enabled us to reduce tank reserves safely and increase the size of average deliveries, thereby cutting fuel oil delivery expense.

In addition, the Recorder and the amazingly simple "K-Factor" Calculator have lowered office expense, eliminated the possibility of human error in Degree-Day computations, and provided up-to-the-minute Degree-Day records based on actual temperatures in our operating area.

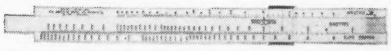
Yours very truly,

SMITH OIL & REFINING CO.

B. C. Marlowe

B. C. Marlowe,
Vice President in Charge of Operations.

BCM:IW



(Above) K-Factor Calculator, Model 92. Easily operated with one hand. Single setting gives both K-Factor and D-D for next delivery.

This amazing new instrument, the Tokheim Model 90 Recorder, eliminates much of the guesswork in present degree-day calculations. It will automatically count, accumulate and record the passage of degree-days in your operating area. With this accurate information, you'll be able to schedule deliveries with greater accuracy. Make fewer stops per customer, increasing the number of gallons delivered per stop. Lessen the strain of peak load periods. Improve service and good will.

Be the first in your area to offer improved service. Send coupon below for more information.

Check These Features

- ★ Accurate! Automatic!
- ★ Counts, accumulates and records degree-days as they occur.
- ★ Easily installed in your office — connects to nearest electric outlet.
- ★ Eliminates human error in computations, speeds up office work.

QUALITY TOKHEIM AUTOMATIC Degree-Day Recorder

SEND THIS COUPON TODAY!

TOKHEIM OIL TANK AND PUMP CO.
Dept. F. Fort Wayne 1, Indiana

Gentlemen: Please send free copy of D-D Bulletin No. 321.

Name_____ Company_____

Street_____ City_____ State_____

Fueloil Success Story

(*Continued from page 61*)

about 75% went to independent jobbers. This, of course, excludes residual fuel. Ashland is the principal supplier for the independent jobbers along the valley, and each time a new river terminal is established, the sales department finds it fairly easy to sell the adjacent jobbing accounts. These marketers are permitted to sell the product either in the Ashland name or using a private brand. The price is the same either way.

The company owns 125 service stations in the more expensive high-volume locations and these are all leased to individual operators. The principal advertising is done on local radio stations in the cities along the river. Most programs are broadcasts of local sports events, such as the town basketball teams, football and the like.

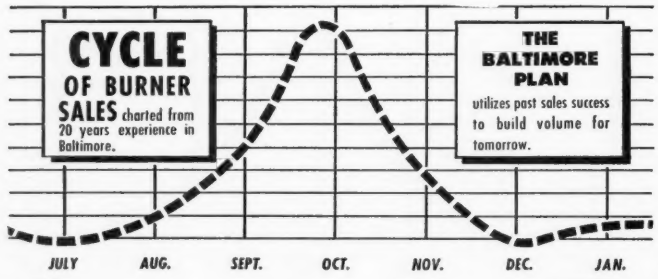
All Ashland employees, including those of Allied and other subsidiaries, get a quarterly bonus based on profits, but this is never permitted to become a factor in wage negotiations with the unions, because Marshall wants the men to look on it as something extra for a good job done. There has been almost no labor trouble in the company's long history. The men know that in their case a work stoppage would not only deprive them of normal income, but by knocking out company profits it would eliminate the quarterly bonus. This very practical arrangement insures that every possible avenue will be explored to settle any disagreements, while carrying on a high rate of output. There is another important consideration in such a bonus. Each of the company's 2,200 workers knows that he or she has a direct bearing on the success of Ashland, and this always makes for a much better personal relationship.

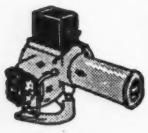
The future of Ashland and its subsidiaries looks promising. Present annual sales are 125 million dollars. A view of its financial statement discloses values that are very firm; its capitalization is relatively low, and its earnings last year were five times its normal dividend rate. Since the merger with Allied the company now sits astride the whole east-west movement of the oil industry, starting with the tank fleet on the Great Lakes, pipeline connections with the East Coast and the Southwest, barge fleets on the Ohio and Mississippi rivers and a closely concentrated marketing area. Few, if any, other oil industry organizations of similar size are so favorably situated.

The significance to the oilheating industry of the Ashland-Allied story is two-fold. First is the remarkable success adventure of Vandeveer and Newman in parlaying $10,000 into $11 million in twenty-three years' time, all strictly in the fueloil business. Second is the realization by Paul Blazer and Howard Marshall that fueloil is of strong significance in the industry's future, and because of their unsatisfactory position on that product, their willingness to spend 11 million dollars to acquire lock, stock, and barrel the top marketing organization in the Midwest.

◈

Oscar John Dorwin of the Texas Co. has been elected chairman, American Petroleum Industries Committee of the A.P.I., New York 20, N. Y., succeeding Edwin S. Hall, who retired last March.





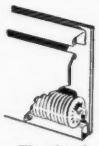
Conversion Burners

Time to get in LINE

Warm Air Conditioners

Hundreds of General Automatic Dealers are preparing now to get more than their share of the Oil Burner business with the most complete line in America. The "Baltimore Plan" gives them practical selling help to get the most out of buying trends in their market. Why not get in line, now?

Oil Fired Boilers



Floorlevel Baseboard Radiation

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Gulf Fuel Oil...

You're selling...

clean heat, comfort!

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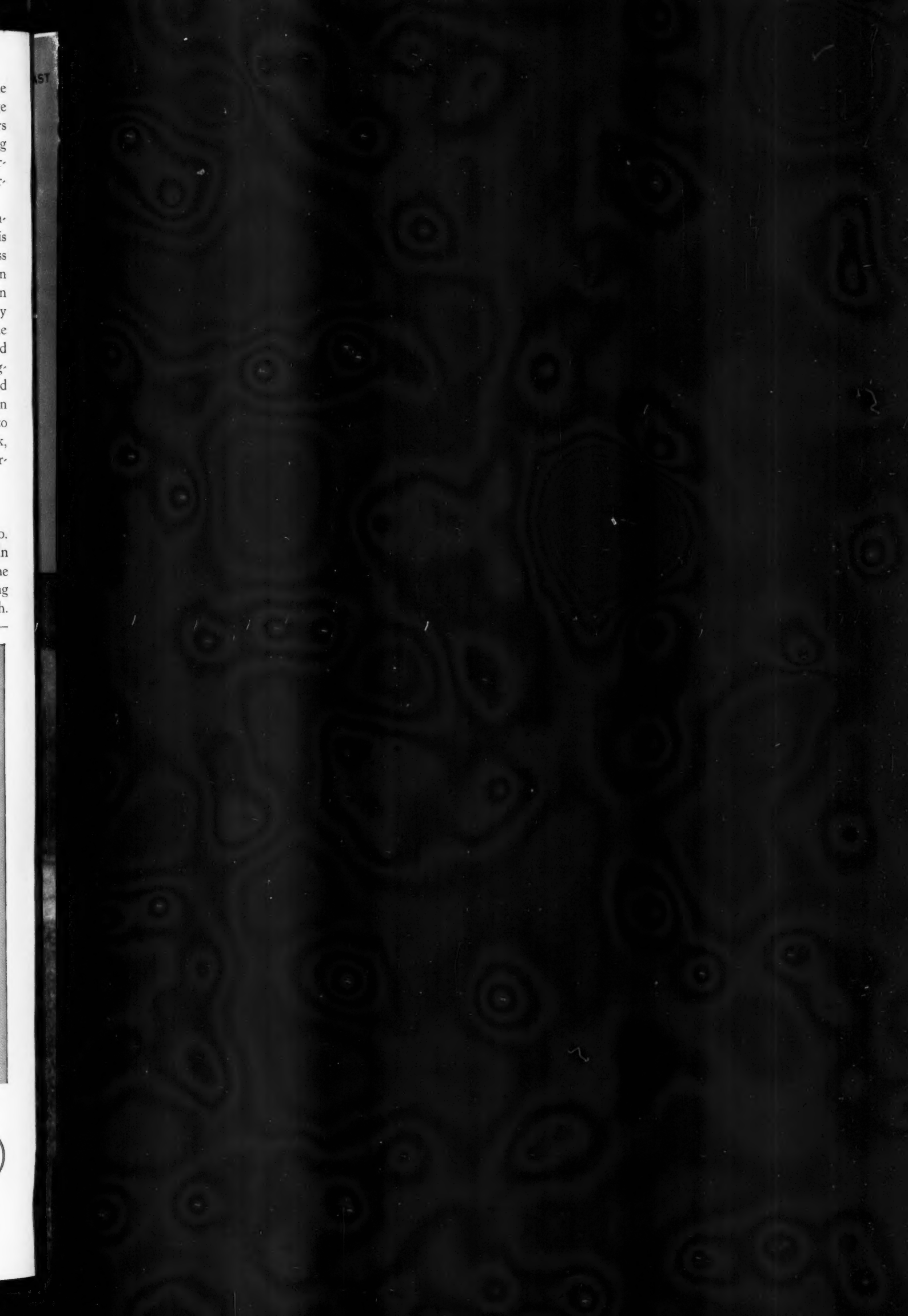
GULF